

Draft letter for Association to send out to members

Date

Dear (Specific Cattle Operator/Producer):

Because of the unique issues and challenges facing today's cattle operations, participation in the 2007 (January/July) Cattle Survey is vital. What can we do to address these challenges? How can we have more control of the future of our industry?

USDA's National Agricultural Statistics Service (NASS) can help by providing quality data for decision-making. The need for actual, reliable cattle data is greater than ever. You, the cattle (operator/producer), are the only source of this essential data. Having quality information enables USDA and the cattle industry to be more responsive to the American and international public, increase consumer understanding and awareness, and establish an appreciation for the safety and health benefits of U.S. beef.

In a few days, NASS will ask you to participate in the 2007 (January/July) Cattle Survey. This survey provides important data on beef and dairy cattle inventories, calf production and cattle operations. Please participate in this important survey. The estimates produced from this survey are not only critical to the cattle industry, but to U.S. agriculture as a whole.

The (Association Name) relies on these estimates to promote our industry and your interests. Without reliable information, we all suffer.

I encourage you to provide the requested information when asked to participate in this survey. By doing so, you will help yourself and the cattle industry as a whole.

Thank you for your time and support.

Sincerely,

(Name and Title)
(Association Name)