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Support Letter from Field Office to Association

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Dear XXXXXXXXXXXX:

USDA's National Agricultural Statistics Service, (State) Field Office will be asking cattle operations to participate in the 2007 (January/July) Cattle Survey this (winter/summer). Past studies show that educating respondents about the intent and importance of surveys greatly increases cooperation. Because of this, we ask for your support in getting the word out to cattle operations.

This survey provides important information about cattle in all states. Results will show trends in beef and dairy cattle inventories, calf production and cattle operations. These data are used by policy-makers and regulatory agencies to make decisions concerning agriculture.

For example, 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.

Please encourage your members to participate in the 2007 (January/July) Cattle Survey by showing your support in your letters or other communications with members. I hope you will find the enclosed press release and draft letter helpful. Because confidentiality laws prohibit us from providing a list of producers to you, if you will edit the letter as you deem appropriate, print it on your letterhead, sign and return to us, I will forward it to the cattle operations in our survey sample.

Thank you in advance for your help in this important project. If you have any questions, please contact me at (State toll-free phone number).

Sincerely,

(State Director's Name)

Enclosures