

Official letterhead
[Date]

Dear Cattle Producer:

Enclosed is a copy of your January 2017 Cattle Survey. This survey collects information from producers nationwide on beef and dairy cattle inventories, calf crop, death loss and cattle on feed operations. Your response is important and will help provide an up-to-date measure of U.S. cattle inventories.

Please respond to the survey in either of the following ways:

- **Online** at www.agcounts.usda.gov. **Online reporting is the fastest, most cost-effective, and most secure way to complete the survey.** All you need is the identification number on the enclosed form to begin. Instructions for this easy option are included on the back of this letter.
- **By mail or fax.** Complete the enclosed form and mail it back in the return envelope provided or fax it to **(XXX) XXX-XXXX**.

If you do not respond by December 30, 2016 a NASS representative may reach out to you to arrange a telephone or personal interview. Our representatives will contact you by phone before attempting to visit your operation.

We safeguard the privacy of all respondents, ensuring that no individual operation or producer can be identified. NASS will publish the results on January 31, 2017 in the *Cattle* report available at www.nass.usda.gov/publications.

Thank you for participating and for your support of agricultural statistics and [State] agriculture. If you have questions or concerns, please contact [Firstname Lastname] at (800) XXX-XXXX.

Sincerely,

[Name]

[State Statistician/Director/Title]

Enclosures