



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

September 30, 2013

**CDFA SEEKS NOMINATIONS FOR THE CALIFORNIA BEEF COUNCIL
FOR THE 2014-2016 TERM OF OFFICE**

TO ALL ORGANIZATIONS AND INDIVIDUALS INVOLVED IN THE CALIFORNIA BEEF INDUSTRY:

The term of office for six members and six alternate members on the California Beef Council expire at the end of this year. Therefore, the California Department of Food and Agriculture (CDFA) is requesting nominations for filling these positions from organizations and individuals in the beef industry. There are also two member positions and one alternate member position on the Council with mid-term vacancies. The Council conducts advertising, promotion, education, and research activities, and the program is funded by assessments on cattle and calves marketed in California.

The California Beef Council consists of 21 members and their alternates; six of the members represent cattle feeders, six represent range cattle, six represent dairy cattle, two represent packers, and one represents the public. All members serve three-year terms, which are staggered so that one-third of the Council's positions come up for appointment each year.

Printed on the reverse side of this notice is a list of the current members and alternate members on the Council. Positions printed in **bold** and marked with an asterisk (*) or two asterisks (**) have terms expiring at the end of this year. These positions will be filled through this year's nomination and appointment procedures. Those individuals identified with two asterisks (**) are completing their second consecutive term in the same position and are not eligible for re-appointment to that position. However, service as an alternate for two terms does not disqualify a person from then serving as a member. Likewise, service as a member for two terms does not disqualify a person from then serving as an alternate.

Organizations or individuals interested in making nominations must complete a nomination form and return it to the CDFA Marketing Branch for consideration. Nominations must be postmarked no later than **October 21, 2013**. For your convenience, we are enclosing a nomination form and a return envelope. Each form should be used to nominate only one individual. If you desire to make more than one nomination, you may copy the form. Please make sure that individuals nominated are actively engaged in the type of category for which they are being nominated and are willing to serve on the Council. Completed nomination forms may be submitted in the postage-paid envelope provided, by mail to the attention of Joe Monson at the address listed below, or by email to joe.monson@cdfa.ca.gov.

If you have questions regarding the nomination process, please call Bill Dale, Executive Director of the California Beef Council, at (916) 925-2333 or call Joe Monson at this office.

Sincerely,

Robert Maxie, Chief
Marketing Branch

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