



April 16, 2012

**VOTER CERTIFICATION**  
**FOR UPCOMING CALIFORNIA BEEF COUNCIL REFERENDUM**  
*(Producers must certify eligibility in order to receive a ballot)*

To All Eligible Beef Producers:

Upon the recommendation of the California Beef Council, the California Department of Food and Agriculture (CDFA) is preparing to conduct a vote this summer of California beef producers to determine whether or not the California Beef Council assessment rate should be raised from the current rate of \$1.00 per head to a new rate of \$2.00 per head paid on each sale of cattle or calves. If approved, the new assessment would go into effect on January 1, 2013, and all funds generated from the additional \$1.00 per head increase would remain in California for use by the Council to promote beef consumption. The California Beef Council assessment rate has remained unchanged at \$1 per head of cattle or calves sold for the past several decades.

In order to conduct this vote, CDFA needs to first build an accurate list of beef producers who are qualified to participate in the referendum. You are receiving this mailing, because your name and address was on a list of potential California beef producers provided to CDFA by the Beef Council. The purpose of this mailing is to ascertain whether you are an eligible beef producer and would like to receive a ballot to vote in the upcoming referendum. Only those individuals who verify their eligibility by completing a certification form will be subsequently mailed a referendum ballot. The referendum is scheduled to be conducted during June of 2012. No action is required if you are not an eligible beef producer or you do not want to participate in this referendum.

**How to Certify Beef Producer Eligibility:**

Please note that you will not be sent a referendum ballot unless you certify that you are an eligible beef producer. In order to certify your eligibility, you must complete one of the following two options below:

**Option 1: Certify by Mail**

Enclosed with this mailing is a Beef Producer Certification Form. Please complete all sections of this form and return it by mail to:

California Department of Food and Agriculture  
Marketing Branch  
1220 N Street  
Sacramento, CA 95814

**Option 2: Certify Online - Preferred**

In an effort to save costs and reduce data entry time and errors, we encourage you to certify your eligibility online. This process can be completed by visiting <http://cdfa.ca.gov/go/beef> and completing all sections of the online form.

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A separate certification form should be completed for each qualified legal beef producing entity you operate. If you know of an eligible beef producer who did not receive this mailing and is interested in participating in the upcoming referendum, please have him or her visit the website above to complete the certification process online or contact this office to request a certification form. Only one certification form per eligible entity should be submitted (by mail or online) for this process.

**Certification Period:**

Eligible beef producers must submit a certification form, by mail or online, no later than **May 16, 2012** in order to receive a referendum ballot. All information provided to CDFA during the certification process will be kept confidential. Incomplete certification forms will be considered invalid and will not be included in the final list of beef producers eligible to vote in the upcoming referendum.

After the certification period has ended, all beef producers who certified their eligibility will be provided with a ballot to vote in the upcoming California Beef Council referendum, which will take place in June of this year. If you have any questions about this certification process or the procedures for the upcoming referendum, please call the Marketing Branch at (916) 900-5018. If you have any questions about the activities of the California Beef Council, please call Bill Dale, Executive Director of the Beef Council at (916) 925-2333.

Sincerely,



Robert Maxie, Chief  
Marketing Branch

Enclosure

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