University of California
Agriculture and Natural Resources | Cooperative Extension

February 1, 2017

Dear Dairy Producer,

To better serve our clientele, we have enclosed a short survey to get your input on the desired direction of our dairy research and extension programs.

Enclosed is a needs assessment survey (1 double-sided page), which will take less than five minutes to complete. The information you provide will allow us to better understand your needs and how to best direct and deliver our programs. Survey responses will be used for program planning, and a summary of the results will be provided to you. Your participation is voluntary, and **your responses will be confidential**. Responses will be compiled with survey data from dairies throughout California.

If you have any questions, or would like to discuss the survey, please feel free to contact us. Our contact information is included below.

In addition to the enclosed survey, you will find an addressed and stamped envelope for easy return. If you would prefer to complete the survey online, please visit http://ucanr.edu/dairy_survey or use the QR code at the bottom of this page. In appreciation of your time, the first 100 returned, completed surveys will receive a $10 Starbucks gift card.

We look forward to working with you, and thank you for your continued collaboration with the University of California.

Sincerely,

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Scan this QR code from your mobile device to complete the survey online instead!

Enclosures: survey, return envelope