

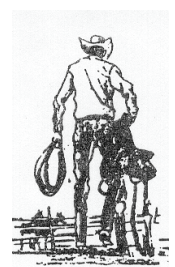


COOPERATIVE EXTENSION ... UNIVERSITY OF CALIFORNIA

Livestock and Range News

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Special Announcement

Range Decision Making Survey

Dr. Ken Tate at the University of California Davis recently sent California Cattlemen's members a survey about your perspective on ranching in California. As of April 30, 2011 our team has received over 250 very thoughtful responses. We are asking for your help generating 350 more.

While we are gaining information that will make range science more useful to ranchers, we feel we are still missing many perspectives.

Our goal is to receive 600 completed surveys by June 30, 2011.

If you have not already, please take half an hour of your time to complete the survey and return it to Dr. Tate and his research team. Please encourage other ranchers to participate.

If you have decided not to complete the survey, we invite you to mail back a blank survey and a short explanation. This will help us understand who is not represented in the survey response pool. Full directions and a list of options for refusing the survey are below.



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Q: What do I do if I am not eligible for the survey or I don't want to take it?

A: If you believe you are ineligible or are unwilling to complete the survey, please return the blank survey and a note indicating the reason you have elected not to complete it. Alternatively, you may call or email Tracy Schohr (916- 444-0845 or tschohr@calcattlemen.org). If you call, please include your name and reason for refusal so that we may remove you from future mailings. This will in no way affect your relationship with the CCA or the University of California Davis.

Possible reasons you may deem yourself ineligible include:

- You are under 18 years old
- You do not own a ranch or manage rangeland
- Someone else working for your operation has already completed the survey
- You received two survey packets and already mailed one in

Q: How will my survey information be stored?

A: This survey is for owners or renters of rangelands used for producing livestock. Individual survey responses are voluntary and completely confidential. Data analysis and reporting will be limited to aggregation across all respondents. The information you provide will not be identified by name, property, or in any other way. The research team analyzing the surveys will not see or handle any of your personal information. **Individual responses will NOT be shared with CCA or other participating organizations or parties.** To guarantee your confidentiality, the address list has been maintained by CCA while all responses are returned to the University of California, Davis. Summaries of results of results will be shared in future CCA publications and will be available upon request.

Q: Who is sponsoring this survey?

A: The survey research is funded through the U.S. Department of Agriculture. The project is a collaborative effort between the University of California, Davis and partners that include California Cattlemen's Association, the California Farm Bureau Federation, California Rangeland Conservation Coalition and others.

Q: What questions are on the survey?

A: In addition to some optional demographic information, the sections of this survey cover two major topics. The first asks about management practices and strategies for meeting diverse goals over diverse lands. This section asks about conservation programs and responses to drought. The second section asks about attitudes and values. This incorporates questions that appear in many other ranching surveys. It will allow scientists and CCA to better understand the complexities of ranching in California. We estimate it will take you 30 minutes to complete. However the detail ranchers have contributed through comments indicate many people are spending much longer.

Q: I lost my survey; can I get a new copy?

A: Of course! A second survey will be mailed to all non-respondents in the next few weeks. You may also contact Tracy at the CCA. office

Q: What are other ranchers saying about the survey?

A: Very good things! A few people have told us they think it is too long. A handful has noticed two typos that we missed on the last round of editing. One person told that the photo the graphic designers selected for the cover is terrible (sorry!). Several dozens of people have taken the time to tell us it is the best survey they have taken. While we didn't think of everything, we consulted ranchers and other range professionals at every step. Members of the research team travelled all over the state interviewing ranchers trying to create the most inclusive and relevant survey possible.