

December 14, 2011

Dear Agriculturalist,

The deadline of April 1, 2012 is fast approaching.

This is an urgent “**call to action**” to everyone to register their vehicles for the California Ag License Plate program. Acquiring approval for a special interest license plate was a tremendous accomplishment and one that **should not be wasted**. It’s an opportunity to show California consumers who provides their food, fiber, flora, and fuel.

Not only is this a unique opportunity to spread consumer awareness and educate others about what farmers and ranchers do, but the annual fee of \$40 will go directly to **support agriculture education** - California’s future farming generation.

The process is simple. Go on-line at www.CalAgPlate.com or fill out the form and mail it to CDFA who is the sponsoring agency. Cars, trucks, PTI trailers, and fleets all count toward the quota of 5,000 by April 1. If the quota is not reached, all monies will be refunded and the program dies.

Our opportunity is now. All local ag agencies and trade associations can make this happen **by acting today**.

Please join myself and other prominent agriculture leaders in supporting the California Ag License Plate Program.

Sincerely,

Amy Madison
California FFA Foundation

