



November 24, 2018

To Our Valued Customers,

Dole Fresh Vegetables would like to provide an update to the CDC romaine advisory sent out on November 20, 2018. In discussions between the FDA, Dole and other industry representatives on Friday, November 23, 2018 the parties have come to agreement on a path forward for romaine. On Monday, November 26, 2018 the FDA is expected to release a public announcement on that path forward which will release certain growing regions subject to certain criteria is labeled on the packages and or boxes. This information will be communicated by the FDA in their announcement and Dole Fresh Vegetables will follow that criteria.

Based on the information provided above, Dole Fresh Vegetables is providing the following information to get all of us back in business on romaine. Dole Fresh Vegetables will be taking a systematic process approach to getting product on the shelves in a prompt fashion. The approach for both Fresh Pack and Value Added will be explained below. Dole Fresh Vegetables is taking this approach to ensure the highest level of food safety, quality and service to our customers and consumers.

Harvesting - will commence with the release of information from the FDA early next week

Product Availability - product will be made to order for both Fresh Pack (limited skus) and Value Added (limited skus) Starting with Tuesday, November 27, 2018 for Fresh Pack and Friday, November 30, 2018 for Value Added (delay in Value Added for numerous reasons explained below)

Here are the reasons why we are taking this approach:

- This advisory is different from April in the fact that sourcing and production was not brought to a standstill for a week on the grower shipper side.
- Similar to April all the shelves have been cleared, but that announcement didn't go out on what may be the busiest grocery shopping day of the year. The attention this advisory received vs. April is at a much higher magnitude.
- We do not yet know or understand how the consumers reaction to this advisory vs. previous advisories due to the attention this advisory has received.
- Dole has no understanding of what the demand will be and you couple that with the romaine industry being at a standstill for a week it will take some time to get going again filling the pipeline with raw and finished goods.
- Moving raw product from the various growing regions to the various production/shipping locations will take some time. Hence the reason for different availability times between Fresh Pack and Value Added.
- Getting started from ground zero, it will take several days for Dole Fresh Vegetables to meet harvesting, trucking and production demand as well as capacity in Fresh Pack and Value Added keeping in mind Food Safety, Quality and Service.
- Dole is concerned about store shrink and feels this approach will minimize shrink to the best of our ability.

Production will begin on the days mentioned above with the attached sku assortment for the first week. This will allow consumers to get back into the category, your buying teams to understand what is selling (reduce your shrink) and allow us to service you at the highest level possible in this daunting relaunch of the romaine category. It is our vision on Monday, December 3, 2018 to release the second wave of products being released for production should demand warrant the relaunch of those items.



We at Dole Fresh Vegetables realize that this has been a very difficult situation for all and our thoughts go out to those that have gotten sick from this outbreak. We also realize that having a plan versus a free for all for product is the best and most efficient way to get back in business. Should you have any questions please reach out to your Dole Fresh Vegetables sales representative.

Sincerely,

A handwritten signature in black ink, appearing to read "Tim Stejskal", is written over the typed name.

Tim Stejskal
General Manager and SVP of Sales
Dole Fresh Vegetables

Attachment