



1721 San Juan Highway • San Juan Bautista, CA • 95045

November 27, 2018

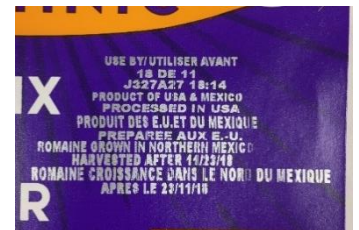
To Our Valued Customers:

As a result of industry collaboration over the past several days, the FDA has narrowed the romaine advisory. The new guidance states that recent outbreak is not linked to romaine harvested on or after 11/24/2018 and grown in the following sourcing regions:

- Imperial County, CA
- Yuma, AZ
- Florida
- Northern Mexico
- Central Mexico
- In light of this update, as of Tuesday, 11/27/2018, we are returning to shipping compliantly labeled romaine items and including romaine in the blends they have traditionally been a part of.
- In accordance with the new guidance, all products containing romaine will be labeled with an approximate harvest date, as well as the region in which the romaine was grown.

- For processed items, the following information will be ink-jetted onto the bag or clamshell label, just below the Country of Origin statement:

- Romaine grown in *sourcing region(s)*
- Harvested after *date*
- US and QC examples at right



- For field packed items, the following information will be included on a sticker applied in the field:

- Romaine grown in *sourcing region*
- Harvested on *date*
- An example of the sticker is at right



Both of these additions to our labels provide consumers and the FDA with better information from which to traceback and/or advise consumers to avoid consuming potentially contaminated romaine from specific regions and harvest dates.

This greatly improves traceback, however, it doesn't change food safety protocols, to which the industry is committed to further improve.

As we have shared, we have no reason to believe that any of our products are linked to the current outbreak. For more than 12 years, Earthbound Farm has maintained a raw product and finished goods test and hold protocol in our food safety program: all in-coming greens and out-going products are tested by a third-party lab for *E. coli* O157:H7, EHEC, Salmonella, and Shigella using a statistical



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sampling program. Products are on hold until testing is complete. Only product that clears testing is released, which is an important validation of our entire food safety program.

We will deploy consumer education in our highly engaged social channels and our website, to support the reintroduction of romaine to the market. Communication will focus on ensuring consumers know what information to look for and where to look for it on our packages, as well as explain the depth and breadth of our food safety protocols. We are happy to share these communications with you for use in your stores, as well.

As always, the health and safety of those who enjoy our products is our top priority. Thank you for your partnership as we work through this situation.

Sincerely,

Alan Ediger
Chief Commercial Officer