DATE

To our valued customers:

I am writing today to emphasize our farm’s commitment to maintaining the health and well-being of our birds and to producing safe, wholesome, quality eggs and egg products.

Despite incorporating every precautionary measure available to protect our flocks, we have learned that avian influenza (AI) has been detected in birds at [one of our farms/farm location].

Our family and our company have spent our lives working to ensure the health and well-being of our flocks, and this news deeply affects all of us. The next few days will be difficult for our family, our employees and our community, and we are grateful for the support of so many during this time. [Modify as needed]

We are working to minimize any disruption to your egg supply during this time. [Add additional details about how the farm is managing supply.] I want to reassure you that we are committed to offering you safe, high-quality eggs produced under our standards of quality, safety and animal well-being.

It’s important to know, according to USDA, avian influenza is not considered a risk to public health. In addition, AI cannot be transmitted through safely handled and properly cooked eggs or poultry.

Protecting birds on our farms remains our firm focus, and our company will take any additional steps to further heighten strict biosecurity measures and greatly restrict movement on and off the farm to prevent disease from entering any other flocks.

We greatly value our relationship with you and with all our customers. Our priority is, and will always be, to provide safe, quality eggs for our customers and consumers and that starts with ensuring the health and well-being of our flocks.

We appreciate your understanding during this time, and we will continue to keep you updated on this situation. Please do not hesitate to contact XX at XX if you have any questions or concerns.

Thank you.