

AFFECTED EGG PRODUCER TALKING POINTS – AVIAN INFLUENZA (FEBRUARY 2022)

The below points can be used to answer basic questions about avian influenza that you may receive from local media, customers or others in your community. They are intended for your use only and not for distribution. The AEB/UEP joint crisis team is available to assist with media requests, and we encourage you to take advantage of its expertise and communication materials.

- Keeping my hens healthy and producing safe eggs are what matters most to me.
- As an egg farmer, I take disease prevention on my farms very seriously because I want to keep avian influenza and other bird diseases off my farm.
- Despite incorporating every precautionary measure available to protect our flocks, we have learned that avian influenza (AI) has been detected in birds at **FARM LOCATION** .
- Our **FAMILY/COMPANY** has 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. [PUT IN MORE DETAILS ABOUT HOW THE FARM IS MANAGING SUPPLY]**
- I want to reassure you that **FARM NAME** is committed to offering you safe, high-quality eggs produced under our standards of quality, safety and animal well-being.
- **It's important to know these things about the recent identifications of AI:**
 - The identified strains have not affected any humans in the U.S. and are not a risk to public health.
 - Bird flu can't be transmitted through safely handled and properly cooked eggs or poultry.
 - Farmers always have many processes in place to keep hens and workers safe and to ensure the safety of our eggs.
- Like everyone, I'm worried about the spread of this disease and so our farm is taking all necessary steps to further protect poultry flocks.
- Biosecurity is always a priority on our farm, and we continue to do all we can to prevent disease, including: *(Use all that apply)*
 - Restricting on-farm access to essential employees only;
 - Wearing protective gear at all times to keep our workers safe;
 - Using disinfecting procedures such as foot baths, for those workers who enter our farms and barns; and
 - Working closely with our animal care teams and veterinarians to monitor our flocks.
 - **[USE OTHER SPECIFIC PERSONAL EXAMPLES AS APPROPRIATE]**
- Keeping a steady supply of safe, nutritious eggs available for our customers and for Americans is my responsibility – and our team is doing all we can to swiftly address this situation.
- Our farm will work collaboratively with USDA, state animal health leaders and other authorities to swiftly contain the presence of bird flu on the state's poultry farms.