



November 26, 2018

Dear Valued Customer:

Fresh Express is pleased to provide an update regarding plans to resume nationwide production and shipment of romaine lettuce products, as detailed below.

The Fresh Express leadership team, along with several other processing companies and industry groups such as PMA and United Fresh, reached agreement with the FDA to label romaine lettuce-containing products with growing region and harvest date information. This agreement has paved the way for a resumption in shipments.

As you probably have heard by now, FDA has updated its November 20th public advisory in which consumers were warned against the consumption of all romaine lettuce, now stating that romaine lettuce that was harvested outside of the Central Coast growing regions of northern and central California does not appear to be related to the current outbreak. [Fresh Express sources our romaine from growing regions that are now excluded from the FDA advisory](#), such as Yuma, Imperial Valley, Florida, Central Mexico and Northern Mexico.

Fresh Express looks forward to coordinating closely with you as resumed production and shipping plans get underway.

Specifically, new labeling will appear all retail and foodservice packages:

- All Fresh Express bags, clamshells and sleeves (e.g., 3-Pack Hearts of Romaine) will be labeled with the growing region (source or sources) and the harvest after date (harvested after [date]).
- Growing regions: Yuma, Imperial Valley, Florida, Central Mexico and Northern Mexico
- Label location will be in proximity to the Best-If-Used-By Date
- For example:
 - Romaine Grown in Yuma and Harvested after 11/23/2018
 - Romaine Grown in Yuma and / or Imperial Valley. Harvested after 11/24/2018
 - Note: Some abbreviation may be required when multiple regions are listed.

(More)

Fresh Express plans to ship romaine-containing products as follows:

- The Fresh Express Salinas, CA facility will receive raw product on Monday, November 26, will produce on Tuesday, and will likely begin shipping in a limited capacity on Wednesday, November 27.
- The Fresh Express regional facilities (GA, IL, TX, and PA) will receive raw product on or around Wednesday, November 28, will produce the same day and will likely begin shipping in a limited capacity on Thursday, November 29
- Some shortages are likely as our facilities build inventory of all romaine containing products over several days.
- Please be advised, the Hearts of Romaine 3-Pack products, both conventional and Organic, will require additional time for sticker production, therefore begin shipping at a later date yet to be determined.

Fresh Express realizes that this has been a difficult situation for all and our thoughts go out to those affected by this unexplained outbreak. We also ask for your continuing cooperation and patience as we begin the process of restoring the supply chain and restarting shipping operations of romaine products.

Your Fresh Express Sales and Customer Service representatives will work closely with you to gain insight into your ordering plans. Please do not hesitate to contact us at any time during this process if we can be of any additional assistance.

Sincerely,

Chip Obracay
Vice President, Sales and Commercial Operations
Fresh Express