



Monday, November 26, 2018

To Our Valued Customers,

We want to share an important update regarding the latest broad scale public health notice regarding *E. coli* O157:H7 and romaine lettuce. Today, the FDA and CDC released an update, which can be found [here](#), lifting the consumer advisory against consumption of romaine lettuce. Taylor Farms is resuming romaine harvest in growing regions which have not been implicated as a supply source and will start processing romaine products again.

This decision is based on a new, voluntary industry labeling agreement requiring additional information on labels. Effective immediately, Taylor Farms' romaine lettuce products will feature detailed label information in regards to growing region and approximate harvest date.

The labeling will be provided as follows:

- For packaged consumer food (including whole romaine heads sold in bags or sleeves), the declaration will be printed adjacent to the best by/code date on the package label or on a sticker placed in a prominent area. It will be at least the same size as the lot code.
- For foodservice products, the declaration will be made in a consistent manner to how the best by/code date information currently is provided for the product.
- For unpackaged products, this information will be provided to retailers so that they can display it at the point-of-sale (similar to their practice for country of origin labeling).

We recognize the importance of providing such details and will work collaboratively with the industry and FDA to educate consumers about this new labeling. Our goal is to disclose details that help the FDA tailor public advisories to only include ingredients that are grown in affected regions and harvested between specific dates.

We will continue to closely monitor this evolving situation and will keep you apprised of any new developments.

Thank you for your continued partnership.

(Continue to page 2 for additional labeling example)



Here is an example of additional labeling that can be found on Taylor Farms products that contain romaine:

Best If Used By
12/11/18
TFRS329B22 23:12
Romaine: Yuma AZ
Harvest: 11/23/18