

# WHAT EGG CUSTOMERS SHOULD KNOW ABOUT HIGHLY PATHOGENIC AVIAN INFLUENZA



America's egg farmers have an unwavering commitment to producing safe, wholesome, quality eggs and egg products for their retail, foodservice and manufacturing customers. At the forefront of that work is the protection and safety of flocks and prevention of disease.

Despite countless precautionary measures to protect egg-laying hens from highly pathogenic avian influenza (HPAI), the egg industry is dealing with an unprecedented outbreak that is going on its fourth year and has resulted in the loss of more than 125 million laying hens.<sup>3</sup>

It's important to note that the USDA<sup>1</sup> and the FDA<sup>2</sup> say consumers can be confident in the safety of eggs. The likelihood that eggs from infected poultry are in the retail market is low, due to safeguards in place, which include testing of flocks and federal inspection programs.

## BACKGROUND

Since 2022, egg farmers have been faced with the loss of over 125 million laying hens spread across all 50 states, with more than 30 million since January 2025.<sup>3</sup> Though wild birds and migratory waterfowl have spread HPAI since the current outbreak began in 2022, egg farms now face an additional challenge in the virulent strain of HPAI being detected in dairy cattle herds nationwide. Containing HPAI has been further exacerbated by changes in migratory bird patterns due to extreme weather events, and the changing form of the virus that has made it both more virulent and more resilient.

## EGG INDUSTRY RESPONSE

America's egg farmers are in the fight of their lives. They're working around the clock fighting bird flu with all their resources and doing everything they can to keep this disease off U.S. egg farms, but bird flu remains a clear and present threat to our nation's flocks. Biosecurity—measures taken on farms to prevent disease—is a priority for farmers every day, not just during a disease outbreak.

Egg farmers have invested hundreds of millions of dollars in expansive on-farm biosecurity facilities, practices and equipment. Farms have further enhanced biosecurity protocols in response to the recent HPAI outbreak in livestock and are sharing disease prevention information with other species farmers, the USDA and state animal health officials.

There is close collaboration among those in the egg, chicken, turkey and dairy farming communities to identify ways to prevent HPAI from spreading. In addition, state and federal regulatory authorities are working hand in hand to limit the occurrence of this disease and to continue HPAI surveillance programs.



## ABOUT THE U.S. EGG SUPPLY

The current outbreak of bird flu has resulted in volatility in egg prices due to market disruption caused by the strain on the nation's egg supply. Wholesale egg prices are not set by farmers but are determined based on supply and demand in the egg market, like other commodity products.

It's important to note that the nutritional benefits of eggs remain a great value. A dozen large eggs is 1.5 pounds of high-quality protein that is versatile and delicious, and still sought-after by shoppers and egg lovers alike. More than ever, Americans want the nutrients and high-quality protein found in eggs. In fact, volume sales of eggs at retail have been up year-over-year for 23 consecutive months, even in the face of higher prices and market disruption.<sup>4</sup>

Egg farmers across the U.S. are committed to doing all that is possible to safeguard the food supply and ensure that eggs still are readily available.



### AMERICAN EGG BOARD'S SUPPORT FOR RETAIL EGG CUSTOMERS

Through AEB, customers can access essential information and tools to help you keep your shoppers informed about egg price changes and supply updates. **Scan the QR code to download** ready-to-print signage and ensure your shoppers have the facts they need.

AEB's mission is, and will always be, to support America's egg farmers in providing safe and nutritious eggs for their customers and consumers and continuing to grow demand for eggs and egg products.

***Thank you for trusting America's egg farmers to produce your eggs.***



1. U.S. Department of Agriculture. (2015). Questions and Answers: Food Safety and Avian Influenza. <https://www.usda.gov/sites/default/files/documents/avian-influenza-food-safety-qa.pdf>
2. U.S. Food and Drug Administration. (2024). Questions and answers regarding the safety of eggs during highly pathogenic avian influenza outbreaks. <https://www.fda.gov/food/egg-guidance-regulation-and-other-information/questions-and-answers-regarding-safety-eggs-during-highly-pathogenic-avian-influenza-outbreaks>
3. U.S. Department of Agriculture, Animal and Plant Health Inspection Service. (2025). Highly pathogenic avian influenza detections. U.S. Department of Agriculture. <https://www.aphis.usda.gov/livestock-poultry-disease/avian/avian-influenza/hpai-detections>
4. Nielsen NIQ Total US xAOC + Conv CYTD Week ending 12/28/2024