



To our valued egg customers and partners:

America's egg farmers have an unwavering commitment to caring for their flocks and preventing disease on their farms. Producing safe, wholesome quality eggs and egg products is their priority.

We know right now is a hard time to be an egg customer, and that the impact of highly pathogenic avian influenza, called HPAI or bird flu, has created challenges in your business. **We are grateful for your patience as we take extraordinary measures to address this situation.**

Despite comprehensive precautionary measures deployed to protect egg-laying hens from HPAI, the virus has had a devastating impact on U.S. egg farms. This outbreak of HPAI, now in its fourth year, has caused a related cascade of disruptions in the nation's egg supply—resulting in low-stock situations and volatility in egg pricing.

It's important for you to know that our farmers are fighting with all available resources to protect their hens, and they have expanded disease prevention protocols to unprecedented levels. Egg producers continue to work in partnership with state and federal regulatory authorities to limit the occurrence of this disease, to continue HPAI surveillance programs, and to swiftly respond when HPAI is detected on a farm. Even so, HPAI remains a clear and present risk to egg production and the flocks they raise. Egg farmers continue to explore additional, novel solutions to protect their birds—it is our responsibility to our flocks, to our customers and to egg-loving consumers.

Our industry stands united in ensuring that we minimize the impacts of these disruptions on our customers. I want to assure you that we are also actively protecting the reputation of egg production and maintaining strong consumer confidence in eggs and egg products. We have technical experts standing by to assist you and a variety of other resources and support we can offer as we all fight through this. Additionally, we have created many consumer-facing resources about bird flu and egg safety.

We ask that you hold firm in partnership with egg farmers as we navigate this situation. The countless functional benefits, stellar nutritional profile, versatility and high consumer affinity for eggs make them a vital part of your menus, product formulations and other offerings. **Eggs, quite simply, are incredible and cannot be replaced.**



We will continue to be transparent in our communications and are dedicated to working with you to find solutions and support your business. There are resources for retail, food service and manufacturing customers that include FAQs, fact sheets, template signage and other tools. You can access them here:

- **Retailer:** [HPAI Egg Industry Retailer Support Hub - American Egg Board](#)
- **CPG:** [HPAI Egg Industry CPG Support Hub - American Egg Board](#)
- **Food Service:** [HPAI Egg Industry Food Service Support Hub - American Egg Board](#)

Thank you for trusting America's egg farmers to produce your eggs. Please reach out to AEB's Food Chain Outreach team at customer@aeb.org with any questions or if you need assistance.

A handwritten signature in black ink that reads 'Emily Metz'.

Emily Metz
President & CEO,
American Egg Board