



11/21/2018

**RESPONSE TO E. Coli O157:H7 OUTBREAK
VOLUNTARY MARKET WITHDRAWAL:
ROMAINE PRODUCTS WILL NOT BE SOLD – PENDING INVESTIGATION**

CDC Notice Posted November 20, 2018 - 2:30 PM EST

CDC is advising that U.S. consumers not eat any romaine lettuce, and retailers and restaurants not serve or sell any, until we learn more about the outbreak. This investigation is ongoing and the advice will be updated as more information is available.

Valley will NOT ship any romaine lettuce, romaine hearts or chopped products that contain romaine until further advisory from the CDC or the FDA is provided.

Dear Valued Customer:

Valley Fruit & Produce Company and Continental Sales Company are committed to supplying the safest, freshest and highest quality produce.

In consideration of the recently released CDC notice regarding a E. Coli O157: H7 illness outbreak, possibly linked to romaine lettuce as outlined above, **Valley will be NOT be shipping Romaine products** until we can confirm from the CDC, FDA, and our suppliers that we are cleared to continue resume selling these products. We are prepared to trace the products forward to customers and back to the supplier, once the affected product is more thoroughly narrowed down. At this time, neither the CDC nor the FDA has identified any specific supplier, brand, named product or region.

For now:

- **We've contacted each supply partner to ask them to inform us of any official notice and/or release; all of our suppliers have confirmed that they have not yet been contacted nor implicated.**
- **The following page contains the information we have gathered from the CDC, FDA, and the PMA notices, which includes links to their websites for your reference.**

Valley greatly appreciates your continued business and confidence in our ability to meet and exceed your expectations. We will continue to supply other leafy green options. If you have any further questions or concerns regarding this matter, please feel free to contact me directly.

Sincerely,

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RESPONSE TO E. Coli O157:H7 OUTBREAK
ROMAINE PRODUCTS WILL NOT BE SOLD – PENDING INVESTIGATION

CDC Notice:

Posted November 20th , 2018 - 2:30 PM EST

<https://www.cdc.gov/ecoli/2018/o157h7-11-18/index.html>

CDC is advising that U.S. consumers not eat any romaine lettuce, and retailers and restaurants not serve or sell any, until we learn more about the outbreak. This investigation is ongoing and the advice will be updated as more information is available.

- Consumers who have any type of romaine lettuce in their home should not eat it and should throw it away, even if some of it was eaten and no one has gotten sick.
 - This advice includes all types or uses of romaine lettuce, such as whole heads of romaine, hearts of romaine, and bags and boxes of precut lettuce and salad mixes that contain romaine, including baby romaine, spring mix, and Caesar salad.
 - If you do not know if the lettuce is romaine or whether a salad mix contains romaine, do not eat it and throw it away.

FDA Notice:

Posted November 20, 2018

<https://www.fda.gov/Food/RecallsOutbreaksEmergencies/Outbreaks/ucm626330.htm> The

The FDA, along with CDC, state and local agencies, is investigating a multistate outbreak of *E. coli* O157:H7 illnesses likely linked to romaine lettuce. The Public Health Agency of Canada (PHAC), and Canadian Food Inspection Agency, are also coordinating with U.S. agencies as they investigate a similar outbreak in Canada.

PMA Association Industry Response:

In light of today's announcement, PMA and our allied produce industry associations urge industry members voluntarily and proactively ready traceback/trace forward data in the event investigators contact them.

Food safety is our top priority, and as such PMA along with our allied produce industry associations recommend heeding the CDC and FDA recommendation to protect consumers by stopping shipment of romaine lettuce, withdrawing any product that has been shipped to retail stores or restaurants and aiding the outbreak investigation.



We believe a withdrawal of romaine lettuce is the fastest way to clear up the supply chain of any romaine that could be responsible for illnesses