

# ROMAINE LETTUCE IS BACK

The FDA has stated *there is no recommendation for consumers or retailers to avoid using romaine harvested from these sources:*

- *Florida*
- *Yuma, Arizona*
- *Coachella & Imperial Valleys of Southern California*
- *Mexico*
- *Greenhouse grown*

More information can be found at [fda.gov](https://www.fda.gov)

Packaged Salad producers are scrambling to refill the supply chain during December, but there is simply not enough product to refill the nation quickly enough.

Please pardon our out-of-stocks as the produce industry works to refill the salad case.



# what we're doing

already over 250,000 consumers reached with more to come



social media posts



55,000 friends



57,000 followers

> 3,000 interactions with posts to date!



e-blast

sent 11/30 to 165,000 consumers nationally & includes \$1 OFF any organicgirl salad coupon



new label stamping in compliance with new guidelines – started on packaging from 11/26



## three ways you can support

leverage materials to regain and build consumer trust at point-of-purchase!

1

shelf talkers

inside every other case of organicgirl true hearts romaine - starting 12/7 for 2 weeks



2



3



3 simple steps to help lessen overall category impact:

- 1 Install the shelf talkers to communicate our commitment to romaine
- 2 Hang up romaine shelf signage in your salad set
- 3 Run an additional True Hearts line ad at \$3.99 SRP starting week of 12/17





December 5, 2018

Dear Valued Customer:

As we work to get romaine back on the shelf due to the Centers for Disease Control & Prevention Food Safety Alert of November 20<sup>th</sup>, I would like to update you on Dole Fresh Vegetables next steps.

Dole Fresh Vegetables has been seeing significant increases to orders well above the eight week averages. This has caused production challenges and raw supply challenges in our facilities as we work to manage through the large demand during this start up. We feel that by the weekend we will have accomplished filling the pipeline of first wave skus and will be moving to a second wave. We are still seeing extremely high orders for all other types (iceberg, cabbage, and spinach based items) of value added products and Dole Fresh Vegetables has taken it upon themselves to go out and purchase additional raw at significantly higher costs for raw than normal due to these extremely high markets that had been previously communicated.

We ask that you continue to follow our requests below as we work our way through getting back to normal production and service that you are accustom to from Dole.

- Please remove any and all ads on any items until further notice. Ad activity will only intensify the short supply situation and fill rates.
- Hold your orders to your past eight week average on items that you have in distribution currently and items coming out in wave two (see attached)
- Dole will not be taking on any new business, with exception of already planned business prior to the November 20, 2018 CDC announcement.

I continue to realize that these are harsh measures that Dole Fresh Vegetables is putting in place, but if we don't it will just take longer to get all items back into production. We at Dole Fresh Vegetables are trying to do everything possible during these times to serve our customers at the highest level until we get through this and can get to some level of normalcy.

Dole is committed to providing safe, healthy and quality foods to our customers. As such, we have been and will continue to closely monitor this situation and will share any new information as it becomes available. Should you have any questions please reach out to your local Dole Fresh Vegetables Sales representative.

Sincerely,

Tim Stejskal  
General Manager/Senior Vice President-Sales  
Dole Fresh Vegetables, Inc



#	Code	Description	Available	
			WEST	EAST
64	D6LFCSR	DOLE 6/10 LOWFAT CAESAR COMP #64	10-Dec	11-Dec
156	DFAMUCR	DOLE 6/15.5oz DOLE FAM ULT CSR #156	10-Dec	11-Dec
699	D6LCRCN	DOLE 6/10OZ LWFTCSR CAN#699	10-Dec	11-Dec
759	D6CPGRK	DOLE 6-10.6oz CHP GRK KIT	10-Dec	11-Dec
989	DCPGRCN	DOLE GRK KIT CN 6/10.3 #989	10-Dec	11-Dec
2768	D6ENSMR	DOLE EDSMR KIT 6-13OZ #2768	10-Dec	11-Dec
991	DCPBBQB	DOLE KIT CHP BQRCH BIL #991	11-Dec	11-Dec
992	DCPITLB	Dole Kit Chop Italian Bil #992	11-Dec	11-Dec
2683	D9CRMEN	DOLE 12-9 oz Classic Romaine BiL# 2683	11-Dec	11-Dec
2976	D6SWBF	DOLE S.WST KIT 6/13OZ B#2976	11-Dec	11-Dec
611	D6CPBBQ	DOLE KIT CHOPPD BBQ RCH #611	12-Dec	11-Dec
612	D6CPBCN	DOLE KIT CHP BCN&BLU #612	12-Dec	11-Dec
2776	D6SWEST	DOLE SW KIT 6-13OZ #2776	12-Dec	11-Dec
930	DASI13B	DOLE ASIAN ISLAND CAN #930	13-Dec	13-Dec
971	DBALCAN	DOLE 6/10 BLSCM KIT CAN #971	13-Dec	13-Dec
39	D6FIELD	DOLE 6/7 OZ FIELD GREENS #39	14-Dec	14-Dec
155	DVBCRCN	DOLE VAL BASE CSR CN6/20#155	14-Dec	14-Dec
756	DDCBKU	DL 6/11OZ CRMY BLSCM KIT #756	14-Dec	14-Dec



**Date: Friday November 29, 2018**

**To: Our Valued Customers**

**From: State Garden**

**Re: Supply Update**

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The Romaine issue from last week has caused a major disruption to the supply and retail side of our business. Many acres of Romaine were disked under as product could not be shipped.

**This has resulted in a huge demand for other tender leaf lettuces; BB Spinach, BB Arugula, BB Kale, and other BB Lettuces.**

Now, all customers are trying to restock all items as the ban on Romaine has been lifted and the demand has increased even higher. Unfortunately, this all comes at a time when the weather has not, and continues, to not cooperate in all growing areas.

#### **TEXAS**

Rains in Texas during November caused planting gaps as growers could not get into the fields. After that, there was a freeze in both Texas and Mexico which has delayed harvests of all items by 2-3 weeks. These issues have caused severe harvest gaps to both Savoy Spinach, Teen Flat Leaf Spinach, and all tender leaf items both organic and conventional

#### **IMPERIAL VALLEY CA. & YUMA AZ**

This is the only area for both conventional and organic tender leaf lettuce. Temperatures have been well below normal for the past 10 days and forecasts show they will continue below normal. This has caused the product to stop growing and whatever product is there, is much too small to harvest.

We are working with our growers to load product as quickly as possible.

Demand greatly exceeds supply at this time.

All items will be prorated as needed





Good Morning –

As we last communicated on Monday, our plan was to harvest in the beginning half of this week as we needed to wait until our fields had dried out. Disease pressure from the rain impacted our yields significantly. Temperatures remain cool to just above freezing in Georgia and with more heavy rains forecasted, we don't expect to see the additional growth we hoped. Please note all varieties are affected: Kale, Collard, Mustard, Turnip and Organic Kale. In order to ensure we have supply for harvesting next week, please expect near 100% pro rates the remainder of this week into the first half of next week. In order to do our best to supply Christmas volume, we plan to begin to harvest around 12/10, however it's important to note that due to cool weather the plants are young creating yields to be off. We will need to harvest 3 acres to meet the tonnage that one acre typically yields. We will harvest as much product as we can to cover Christmas volume, but supply will be extremely limited as it relates to even non-holiday/non-promoted demand numbers. Once we exhaust our acreage the fields will require time to recover and regrow causing a gap similar to the one we experienced post-Thanksgiving (now). While we will likely have some yet to be defined volume for New Year's we can say with certainty that we will be short to fill even normal demand.

Again, we highly recommend not promoting greens for either holiday as supply is exceptionally limited due to the events that have taken place the last couple of weeks.

