

CYCLOSPORA & PRODUCE SAFETY UPDATE – 7/31/26

Four Seasons Produce Recap and Product Notes:

Food Safety is paramount to consumer trust in Fresh Produce. That trust has been shaken this July due to a Cyclospora Outbreak that has, sadly, sickened many and took a long time to pinpoint a source. Salad, Berry, and Lettuce sales volumes have dropped markedly recently as shoppers try to make sense of all the info out there.

An AI Overview of Consumers reported 7/27/26:

A recent CBS News/YouGov survey reveals that **40 percent of U.S. adults are buying or eating less fresh produce** due to the nationwide Cyclospora outbreak. The survey highlights that 56 percent report no change in their diet, while 47 percent lack confidence in the FDA's handling of the outbreak. [1, 2, 3]

Survey Findings and Consumer Shifts

- **Reduced Purchases:** 51.8 percent bought fewer bagged salad kits and 43.7 percent bought less loose lettuce or leafy greens.
- **Alternative Options:** 32.3 percent switched to frozen fruits and vegetables, and 28.5 percent turned to canned produce.
- **Awareness:** 61 percent of people are following the news about the parasite at least somewhat closely. [1, 2]

What happened with Lettuce? Iceberg Lettuce grown in Central Mexico by Taylor Farms de Mexico supplied to Taco Bells in the Mid-West is where CDC / FDA research led the investigation to, based on interviews of what Cyclospora outbreak patients ate.

On 7/18 a recall was initiated on Taylor Farms de Mexico iceberg lettuce (grown in Central Mexico) which was distributed from 6/29 through 7/16 in bulk foodservice cases and in select lots of Marketside brand Iceberg Lettuce retail salads (Walmart's private label). The recalled product has been removed from the supply chain.

The FDA acknowledged a false-positive Cyclospora test on Taylor Farms lettuce, yet Taylor Farms de Mexico supplied shredded iceberg lettuce remains the FDA's targeted source of the Mid-West outbreak's investigation connected to Taco Bell.

Why are Taylor Farms brand retail packs still being sold? Taylor Farms branded retail salads were not and are not made with Iceberg Lettuce from Mexico and were NOT involved in the recall, despite images of Taylor Farms Shredded Iceberg retail pack images being used in news stories and social media stories.

Where is the lettuce used in Taylor Farms brand retail packs grown? Taylor Farms brand retail salads are being made with iceberg lettuces grown in the Salinas Valley area of California. Romaine, Leaf, and other lettuces are also being grown in the Salinas Valley of California. Taylor's Earthbound brand organic baby lettuce greens are grown in Salinas, CA and Yerington, NV at this time of year. Again, NO lettuces from Mexico are being used for Taylor Farms branded retail packs.

What about the other Salads brands? Other lettuce grower-shippers and salad brands Four Seasons Produce offers are NOT being investigated by the FDA and are NOT currently made with lettuce from Mexico.

Dole/Bud/Josies/Braga/organicgirl (California grown), State Garden/Olivias (California, Nevada, indoor USA grown), Little Leaf (indoor USA grown), VegPro/Attitude (Quebec grown), Fresh Express (California grown), Local Bounty (indoor USA grown) and Bonduelle (California grown) have confirmed with letters to Four Seasons as such.

Four Seasons Produce's full head CV 24ct Cello Iceberg Lettuce is being sourced from Quebec (2975) and from California (2985); and our OG Iceberg Lettuce 12ct (41163) is grown in Quebec and California.

What about Berries? Berries have been in the news (especially Raspberries and Blackberries) as culprits in PAST outbreaks of Cyclospora and have been talked about in the media as items to consider avoiding. Driscoll's is NOT being researched by the FDA (nor other berry shippers to our awareness) and Driscoll's is publicly sharing their berries are safe to eat.

Let's rebuild consumer confidence with information and product promotion!

Links to Official Information with recent updates:

- FDA Investigation of Iceberg Lettuce: <https://www.fda.gov/food/outbreaks-foodborne-illness/investigation-9-state-outbreak-cyclospora-illnesses-iceberg-lettuce-july-2026>
- Taylor Fresh Foods Information Regarding Cyclospora and Recall: <https://www.taylorfarms.com/cyclospora-information-hub/>