



INFINITE POSSIBILITIES. ONE FAMILY.

**May 10, 2022**

Dear Valued Distributor Partner:

As you're likely aware, the [Avian Influenza](#) (commonly known as the bird flu) is sweeping through North America and affecting millions of birds, causing supplies to tighten and the price of eggs and egg products to skyrocket.

Most important to you is any potential impact to your business. Rich's global supply chain – built efficiently and purposefully over the past several decades – remains strong, and despite the current effects of the Avian Flu, we have been able to **maintain our egg supply** and support forecasted demand **to date**. However, given the significant and immediate cost increase, Rich Products will need to **adjust prices on products using eggs**.

A price increase adjustment on impacted products will go into effect on **July 11, 2022**. We will continue to closely monitor the situation and will **fairly readjust pricing once the crisis stabilizes**.

We understand this challenge comes with many existing pressures upon our industry, including a multitude of global supply chain constraints. Please know, we remain committed to delivering the best value and service to you and will continue to identify ways to mitigate additional price increases wherever possible, recognizing the challenges you face as your own costs escalate.

Your sales and/or broker representatives will share specific details with you and will be able to answer any questions you may have. Please note that these changes will be applied to all orders with a requested delivery date on or after **July 11, 2022**.

Thank you for your understanding and continued partnership as we navigate these market-wide impacts together.

Sincerely,

Lauren Lopez  
Senior Vice President, Foodservice Division

### **Related Industry News:**

- [Egg prices are surging because of a major disease, and it's not COVID](#), *Fortune*, 04.18.22
- [Bird flu, Ukraine war push egg prices higher](#), *Reuters*, 04.14.22
- [Deadly Avian Flu sends egg prices soaring](#), *CNN*, 04.12.22
- [What we know about the deadliest U.S. bird flu outbreak in 7 years](#), *NPR*, 04.06.22
- [Egg prices up 52% as Avian Flu has affected birds across 22 states](#), *Forbes*, 04.04.22