



April 24, 2020

Dear Valued Customer,

I am writing to you today with a follow up to the letter that was sent to you on April 6th announcing a necessary price increase of 10 cents per dozen on all of our shell egg skus with an effective date of May 3rd, 2020.

In response to feedback that we received from across our customer community we have made the decision to delay the effective date of our increase to June 28th, 2020.

While this increase is desperately needed right away, we understand that the May 3rd timeframe was simply too short to logistically coordinate – especially with so many support employees working from home. We sincerely hope that this extended timeline, which is now 12wks from our initial notice, will address this concern. This should also give consumers a little more time to adjust, and hopefully by then everyone will be settling into a new normal.

We understand that asking for a price increase at the present time is a difficult request. I just wanted to express my gratitude to everyone for the constructive conversations and candid feedback we received as well as for the understanding and support. All conversations were greatly appreciated.

Sincerely,

A handwritten signature in black ink that reads "Margaret Hudson". The signature is written in a cursive, flowing style.

Margaret Hudson  
President, Burnbrae Farms

CC: Ted Hudson, Executive Vice President

