



June 9, 2015

To our valued customers:

For more than 50 years, Hillandale Farms' commitment to the well-being of our flocks and to the production of safe, high-quality eggs has remained strong. We hold the highest standards for our employees and farm operations.

While that commitment has not changed, today we are sharing with you some difficult news: Hillandale Farms has received a copy of an undercover video taken by an animal rights activist who was unknowingly hired on our Gettysburg, Pennsylvania, farm. That video was provided by the activist to ABC News, which intends to use it as the subject of a news report on their "Nightline" program. It also has been released online by the Humane Society of the United States (HSUS).

We believe our high standards were compromised by this undercover employee, who shot the video in a barn where he was the primary caretaker, with responsibility to maintain cleanliness in the barns, address any equipment issues and remove mortality on a daily basis. It appears clear that he disregarded required operational procedures and then videotaped the barn and flock with the intent to misrepresent Hillandale Farms.

A full internal investigation by our team and by independent outside academic experts in food safety and hen welfare confirmed our belief – that the images in the video reflect an isolated incident in a barn where the undercover worker held primary responsibility. It was his job to identify and address the types of issues that were shown, and he did not adequately perform his job requirements.

Following that review, we decided to engage with ABC in an effort to be transparent about our farms. This week, we granted an ABC reporter and producer with access to and an on-camera tour of the specific farm featured in the video. The reporter also interviewed Dr. Gregory Martin of Penn State University, a recognized national egg safety and hen care expert, as well as members of our management team.

Hillandale provided ABC with copies of our FDA, UEP and PEQAP audits, all of which report excellent results for this farm. That said, we anticipate the video will call into question specific practices on our farm, on-farm inspections, and hen housing.

While the images on the video are disturbing, our expert review has affirmed that our food safety and hen care programs are solid. This single incident should not be cause for customer concern. We want you to be confident in the quality and safety of the eggs purchased from Hillandale Farms.

Hillandale Farms believes in continuous improvement, and we have identified some areas in which we can do better. We've already put measures in place to improve our processes and to expand training for our team members.

We want to reiterate to you our commitment to our customers, to our hens and to the safety and quality of the eggs we produce. We will continue to keep you apprised as this situation evolves.

Thank you for your understanding.

Hillandale Farms