



AMERICAN
EGG BOARD

November 22, 2024

To our valued American Egg Board partners:

America's egg farmers have an unwavering commitment to producing safe, wholesome, quality eggs and egg products for our customers, which starts by caring for our flocks and keeping them healthy.

With the recent uptick in news about highly pathogenic avian influenza (HPAI), also known as the bird flu, we realize you may have some concerns that your shoppers and business customers might share about egg supply and prices. I want to reassure you that America's egg farmers work around the clock to protect their hens and flocks from disease, taking all necessary precautions on their farms and assuring the safety of the eggs and egg products.

U.S. egg farms have the most stringent and comprehensive biosecurity of any poultry farms on the planet. Despite countless precautionary measures to protect our egg-laying hens, HPAI continues to sporadically infect egg farms throughout the country. As such, there are fewer hens producing eggs. At the same time, consumer demand for eggs remains elevated—up for 19th consecutive four-week period year over year, according to Nielsen. These factors combined impact the prices of wholesale and retail eggs.

The good news is our national flock remains at about 300 million laying hens, nearly one bird for every American. And those egg farms that were impacted by the current HPAI outbreak have recovered much faster than those impacted in 2015 thanks to rigorous planning and preparedness, coupled with strong relationships with federal and state authorities.

While we may experience times of higher egg prices, **the nutritional value of eggs remains a great value for consumers.** A dozen large eggs is 1.5 pounds of one of the most versatile, highest quality proteins available. As a reminder, the USDA and the FDA say consumers can be confident in the safety of eggs, and the CDC reinforces the current risk to the public remains low. The CDC also confirms that avian influenza cannot be transmitted through safely handled and thoroughly cooked eggs or poultry.

We will continue to be transparent in our communications with you and have created many resources about the value of eggs to support you and to drive continued demand for eggs.

Thank you for trusting America's egg farmers to produce your eggs. Please reach out to me or a member of the AEB team if you have any questions.

Emily Metz
President and CEO, The American Egg Board