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August 9, 2011

To: Customers of the California Strawberry Industry

Re: Update regarding *E. coli* outbreak linked to Oregon strawberries

The California Strawberry Commission is closely monitoring the current situation in Oregon. We have received several queries from customers on this issue and would like to provide you with the following information.

- We are very concerned for the people affected by this outbreak and their families.
- This outbreak is confined to a specific area in northwest Oregon, and the implicated strawberries all came from one farm.
- The Oregon Health Authority is leading this investigation, and continues to provide specific, timely updates on relevant findings. **Link for news releases:**
<http://www.oregon.gov/OHA/news/2011/index.shtml>

Food safety is the top priority for the California strawberry industry.

- The California Strawberry Commission has a 15-year history of helping growers manage food safety issues on the farm.
- The most current efforts include the development of [commodity-specific food safety](#) guidelines, and an extensive education program, all grounded in an industry-wide risk assessment and the best available science.
- In a process of continuing improvement, the Commission is further expanding and developing our education program, working in cooperation with food safety professionals, the California Department of Public Health and FDA.

Please feel free to contact me with any questions on the California Strawberry Commission food safety program.

Sincerely,

A handwritten signature in black ink that reads "Chris Christian". The signature is fluid and cursive, with the first and last names being the most prominent.

Chris Christian
Vice President, Marketing