



An Announcement of Special Significance

After decades of being part of the Kidron community Gerber's Retail Store is closing. We realize that many of our customers wanting the quality of *Gerber's Amish Farm Chicken*® have come to our retail store to purchase the product and have built relationships with our Retail Team. That is what makes this a somewhat bittersweet moment. We have such a deep abiding appreciation for each of you! Yet, even with closing the retail store we have a plan designed to better serve our customers.

Here's what's happening:

In recent years Gerber Poultry, Inc. has experienced significant growth and our plans are for continued growth in production and employment. With that growth we are desperately in need of additional office, conference and lab space. At the same time we have wrestled with the limited parking we have available for our retail store, congestion in the store itself and long lines waiting for service. These difficulties (*opportunities!*) combined with having no area for physical expansions here at the facility have led us to the decision to discontinue retail store operations on **December 30, 2017.**

We will make sure that our *Gerber's Amish Farm Chicken*® products are available at multiple locations throughout the local community we've been proud to serve. Stores that carry our products have ample parking, more shopping space, more convenient hours and are close enough to assure that the chicken you buy at any of these locations is as fresh as the chicken currently available at our retail store.

Making the decision to close our retail store was not an easy one. Yet we believe that our retail customers will be better served through the local stores that carry our products. Gerber Poultry has a strong commitment to our local retail outlets. We easily recommend you to them and trust that you will be pleased with the selection and service that they offer.

For information about stores carrying our *Gerber's Amish Farm Chicken*® products please contact Gerber's Sales Office at 1-800-362-7381, option #1.

Thank you, again, for your loyal patronage!