

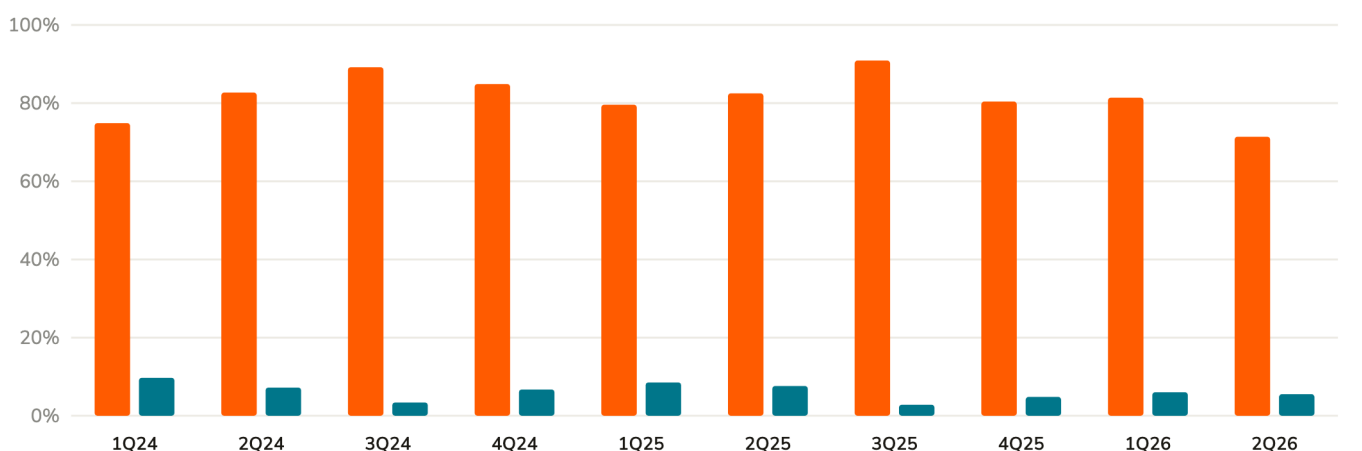
Taylor Farms' Lettuce Recall: Concentrated Supply, Broad Exposure, **Slow Recovery**

Taylor Farms supplies the majority of iceberg lettuce shipments tracked in Carbon Arc's panel, dwarfing the second-largest supplier, GAB Operations. With lettuce exposure across QSR menus running high, an alleged outbreak can trigger shocks that prove slow to recover.

01 • SUPPLIER CONCENTRATION

Taylor Farms dwarfs other lettuce suppliers

Share of iceberg lettuce shipments · quarterly, 1Q24–2Q26



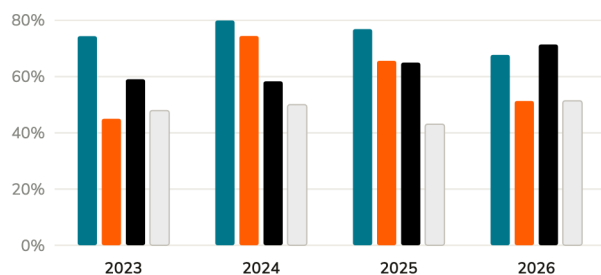
Source: Carbon Arc Global Trade Flows – CA0069B · Price: Requires row-level access, available via Carbon Arc Block · 2Q26 reflects a partial quarter

02 • MENU EXPOSURE

Lettuce sits on much of the QSR menu

● Wendy's ● Burger King ● Chick-fil-A ● Taco Bell

Lettuce/greens menu share · 2023–2026



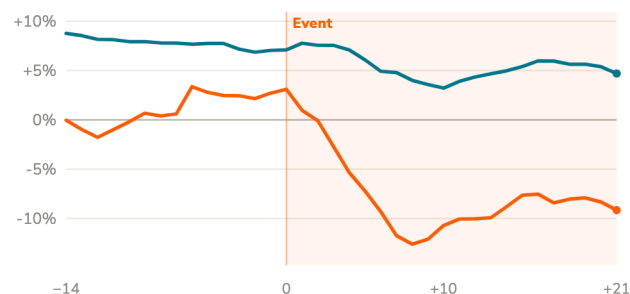
Source: Carbon Arc Menu Data – CA0057 · Requires row-level access via Carbon Arc Block

03 • CARD SPEND AFTER AN EVENT

Spend drops ~12% and recovers slowly

— McDonald's · Oct '24 — Wendy's · Aug '22

Y/Y card spend · weeks relative to event



Source: Carbon Arc Credit Card – US Complete Panel – CA0056 · Price: 4.99 Tokens

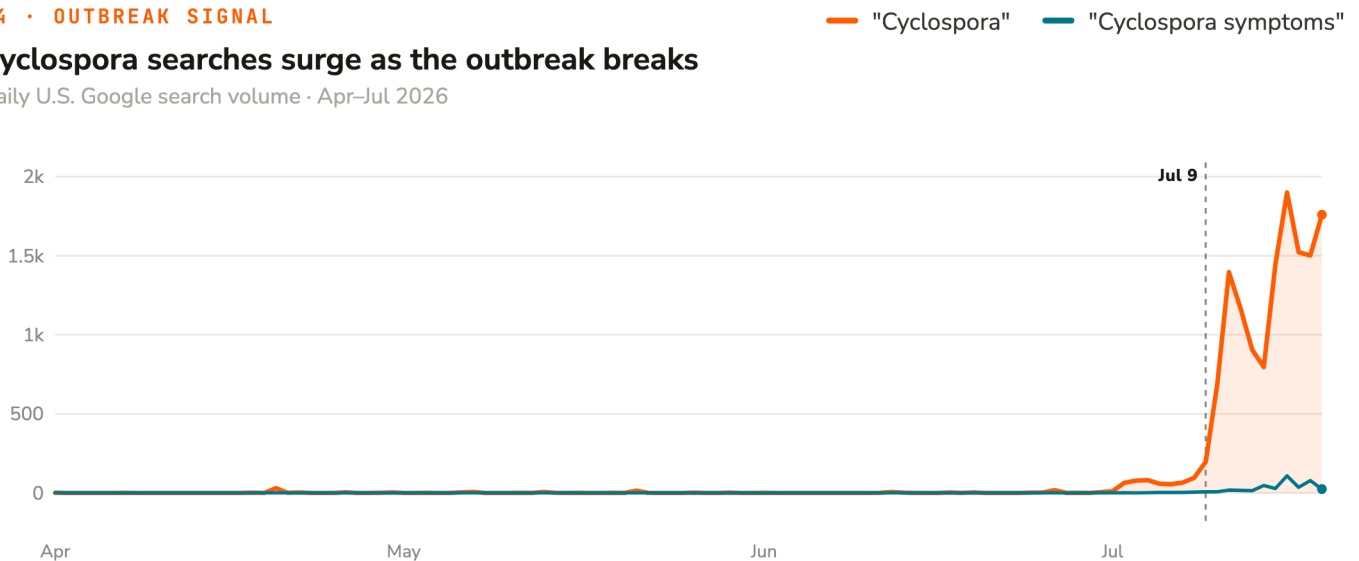
Search Interest Spikes; Traffic Turns Before the News Breaks

Cyclospora searches surged starting **July 9**, days before the CDC issued its Health Alert Network Notice. At the same time, foot traffic began to fall at both QSR and Casual Dining restaurants, suggesting the outbreak had impacted consumer activity for nearly two weeks before it made national news.

04 • OUTBREAK SIGNAL

Cyclospora searches surge as the outbreak breaks

Daily U.S. Google search volume · Apr-Jul 2026

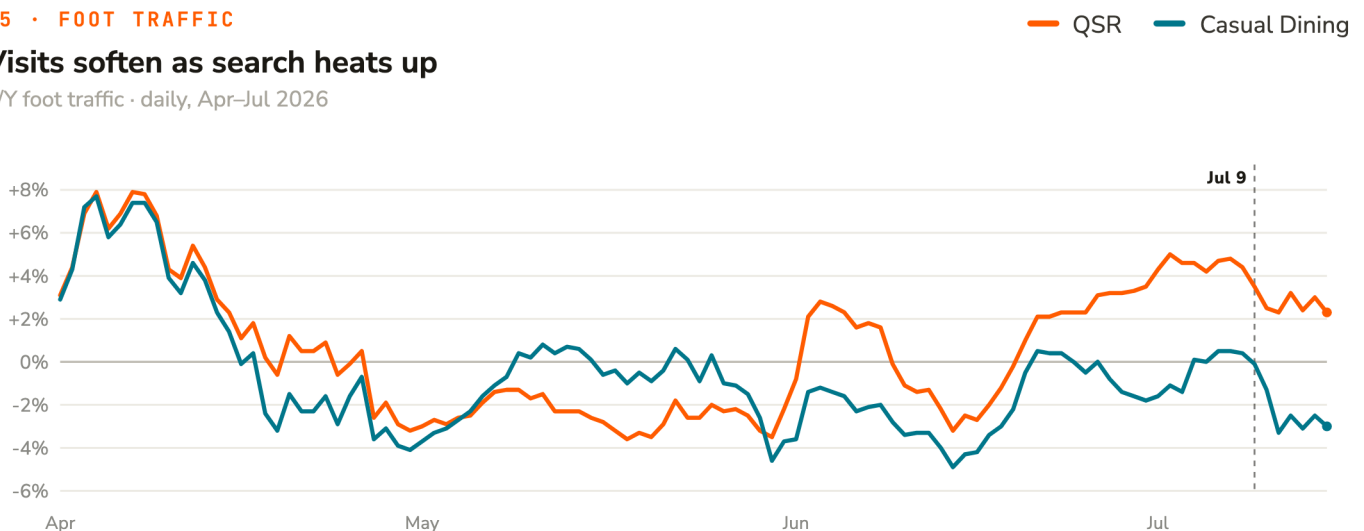


Source: Carbon Arc Clickstream - CA0030 · Price: Requires row-level access, available via Carbon Arc Block

05 • FOOT TRAFFIC

Visits soften as search heats up

Y/Y foot traffic · daily, Apr-Jul 2026



Source: Carbon Arc Foot Traffic - CA0060 · Price: 4.99 Tokens