

ANALYST-LED INVESTIGATIVE INTELLIGENCE AND DUE DILIGENCE



RISK INTELLIGENCE

INTELLIGENCE • EVIDENCE • IMPACT

INVESTIGATIVE INTELLIGENCE ASSESSMENT

TCRI-RA-001

Midwest Poultry Services, L.P.

Operating as MPS Egg Farms

Voluntary recall of 1,589,577 dozen shell eggs following detection of potential Salmonella Enteritidis contamination at two Texas production facilities. Public-source assessment of event scope, entity relationships, supply chain exposure, financial boundaries, and unresolved intelligence gaps.

SUBJECT

Midwest Poultry Services, L.P. / MPS Egg Farms

SERVICE CATEGORY

Risk Analysis - RA

ANALYTICAL POSTURE

Active and Partially Resolved

INFORMATION CUTOFF

24 July 2026

PREPARED BY

The Collective Risk Intelligence LLC

HANDLING

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Purpose and Scope

This report provides open-sourced investigative intelligence assessment of Midwest Poultry Services, L.P., operating publicly as MPS Egg Farms, and the July 2026 shell egg recall. It distinguishes confirmed facts, company statements, calculated estimates, analyst observations, unresolved intelligence gaps, and risk indicators. Analyst Comments and related analytical fields explain why specific facts, relationships, timing sequences, anomalies, and information gaps matter to business decision-making. They connect factual information without converting inference into confirmed fact and identify applicable evidentiary boundaries and alternative explanations. The report was not commissioned by MPS or any related party and does not allege misconduct.

EVENT AT A GLANCE

1,589,577 DOZEN EGGS RECALLED	19.1M INDIVIDUAL EGGS	0 ILLNESSES REPORTED AT ANNOUNCEMENT
2 TEXAS FACILITIES IN RESPONSE SCOPE	5 CONSUMER-FACING BRANDS AFFECTED	28 DAY PRODUCTION WINDOW



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SECTION 01

Executive Intelligence Brief

On July 22, 2026, the U.S. Food and Drug Administration published a voluntary recall announcement from Midwest Poultry Services, L.P., the legal operating entity of the business publicly known as MPS Egg Farms, covering 1,589,577 dozen white shell eggs and brown cage-free shell eggs produced at two company-operated farms in Texas [6]. The recalled eggs were produced between June 6, 2026, and July 3, 2026, distributed to foodservice and retail customers in Texas, Oklahoma, and Louisiana, and sold to consumers at Kroger stores in Texas and Louisiana, Brookshire Grocery stores across six states, and other smaller retail outlets [6, 28]. MPS stated that the recall followed identification of potential *Salmonella Enteritidis* contamination through its environmental monitoring practices and root-cause analysis [6]. The underlying sampling records, laboratory results, and internal detection timeline have not been independently verified. As of the announcement date, no illnesses had been reported in connection with the recalled products [6].

ANALYTICAL POSTURE

Active and Partially Resolved

The recall is a current event. The triggering contamination signal, recall scope, affected brands, production window, and distribution geography are confirmed through primary FDA records. However, critical operational and financial details remain unresolved. The specific Texas farm or farms where contamination was detected have not been publicly identified by plant code. The financial exposure to MPS, its retail customers, and downstream entities has not been disclosed. The duration of the distribution halt from the Texas facilities is ongoing and indefinite. No regulatory enforcement classification, inspection findings, or laboratory confirmation details have been made public. The relationship between the recalled brands and MPS's production or contract-packing arrangements remains uncharacterized in available public records. This includes Sunups, which appears in FDA product imagery with Cal-Maine Foods packaging.

WHAT HAPPENED: MPS Egg Farms reported identifying a potential *Salmonella Enteritidis* issue through internal environmental monitoring. The company stated that its response encompassed both Texas egg production facilities, included diversion of production to a pasteurization facility, cessation of fresh-egg distribution from those farms, and initiation of a voluntary recall covering approximately 19.1 million individual eggs sold under at least five consumer-facing brand names [6, 47]. Facility-specific testing and plant-code attribution remain unresolved.

WHO IS INVOLVED: The recalling producer is Midwest Poultry Services, L.P., a sixth-generation family-owned business headquartered in North Manchester, Indiana, operating as MPS Egg Farms [3, 45]. Affected retail customers include The Kroger Co. and Brookshire Grocery Company. Affected brands include Kroger, Simple Truth (Kroger's private label), Brookshire's, Country Morning, and Sunups [6]. Unnamed foodservice customers and smaller retailers are also affected [6].

WHY IT MATTERS: MPS is one of the largest shell egg producers in the United States, with approximately 14 million laying hens producing 11 million eggs daily [4, 46]. The recall affects a major national grocery retailer (Kroger) with which MPS has a documented long-standing supplier relationship, including production of carbon-neutral eggs under the Simple Truth brand [14, 19]. This is the second *Salmonella Enteritidis* event to affect Simple Truth eggs within 13 months, following the 2025 August Egg Company outbreak that resulted in 134 illnesses, 38 hospitalizations, and one death. That event involved a different supplier and different plant codes [11]. The Sunups brand has also appeared in a prior recall involving Cal-Maine Foods and Rose Acre Farms in 2018, creating a recurring brand-level exposure pattern across unrelated producers [13, 12].

WHAT IS UNKNOWN: Which specific Texas facility or facilities triggered the environmental detection. The identity and results of the testing laboratory. The volume allocated to each retailer. Contract pricing and financial exposure. Whether any illnesses have emerged since the announcement. The expected duration of the fresh-distribution halt. The identity of the breaking/pasteurization plant receiving diverted eggs. Whether the 2024 fire at Feather Crest Farms in Kurten, which destroyed two-layer houses, has any operational connection to current biosecurity conditions [22, 24]. The ownership and contract-packing arrangement for the Sunups brand in the context of this recall.

WHAT TO WATCH: FDA inspection follow-up and any enforcement classification under the Egg Safety Rule (21 CFR Part 118) [26]. Emergence of reported illnesses or an FDA outbreak investigation. Duration of the Texas farm distribution halt and its effect on MPS production capacity. Kroger and Brookshire responses regarding supplier review, replacement sourcing, and potential chargebacks. Any SEC disclosure by Cal-Maine Foods regarding the Sunups brand or MPS supply relationship [30]. State regulatory actions in Texas or other affected jurisdictions.

SECTION 02

Priority Findings

1 Confirmed Large-Scale Voluntary Recall from a Top-Tier U.S. Egg Producer

EVIDENCE: The FDA published MPS's voluntary recall of 1,589,577 dozen eggs (approximately 19.1 million individual eggs) on July 22, 2026, citing potential *Salmonella Enteritidis* contamination identified through the company's own environmental monitoring at two Texas farms [6].

EVIDENCE CLASSIFICATION: Primary authoritative (FDA recall notice).

BUSINESS IMPLICATION: The recall volume represents a significant production run: approximately 28 days of output from the Texas operations based on the June 6 to July 3 production window. For a company producing 11 million eggs daily across all facilities, the Texas share is material but not the entirety of operations [4]. The voluntary recall and absence of reported illnesses at announcement are documented facts. They do not, by themselves, establish the timeliness, adequacy, or effectiveness of the company's monitoring and response. The scope across multiple brands, retailers, and states creates broad commercial exposure.

CONFIDENCE: High. Recall scope, timing, and distribution are confirmed by primary government records.

INTELLIGENCE GAP: The proportion of total MPS production represented by the Texas farms is not publicly disclosed. Daily output by facility is unknown, preventing precise calculation of capacity impact.

2 Dual Retailer Exposure: Kroger and Brookshire Grocery

EVIDENCE: Recalled eggs were distributed to Kroger stores in Texas and Louisiana and Brookshire Grocery stores in Texas, Oklahoma, Arkansas, Louisiana, New Mexico, and Mississippi, under both retailer private-label brands and other brand names [6]. Kroger's 2023 ESG Report identifies MPS as a "long-standing" partner producing Simple Truth + Kipster carbon-neutral eggs [2, 14]. Brookshire Grocery confirmed alternate sourcing and product removal upon notification [47].

EVIDENCE CLASSIFICATION: Primary authoritative (FDA) and company-controlled (Kroger ESG Report, Brookshire statement).

BUSINESS IMPLICATION: Both retailers face consumer refund obligations, replacement sourcing costs, and potential brand-trust concerns for their private-label egg programs. The Simple Truth brand has now been associated with *Salmonella Enteritidis* recalls in consecutive years, 2025 (August Egg Company) and 2026 (MPS), involving different suppliers [11, 6]. This pattern may prompt Kroger to review its egg supplier diversification strategy and quality-assurance protocols for private-label sourcing.

CONFIDENCE: High for the supply relationship; moderate for financial exposure, which is undisclosed.

INTELLIGENCE GAP: Neither retailer has disclosed purchase volumes, contract pricing, chargeback arrangements, or the number of affected stores. The allocation of the 1,589,577 recalled dozen among Kroger, Brookshire, foodservice, and smaller retailers is unknown.

3 Simple Truth Brand Experiences Second *Salmonella Enteritidis* Recall in 13 Months

EVIDENCE: In June 2025, the FDA investigated a multistate *Salmonella Enteritidis* outbreak linked to brown cage-free and organic eggs supplied by August Egg Company of Hilmar, California. That outbreak resulted in 134 illnesses, 38 hospitalizations, and one death across 10 states. Recalled products included Simple Truth eggs bearing plant codes P-6562 or CA-5330 [11]. In July 2026, the MPS recall includes Simple Truth Cage Free eggs bearing plant code P-1950 [6].

EVIDENCE CLASSIFICATION: Primary authoritative (FDA outbreak investigation and recall notice).

BUSINESS IMPLICATION: The two events involve different suppliers, different plant codes, and different geographic origins (California vs. Texas). They do not indicate a shared cause or systemic failure within the Simple Truth brand itself. However, recurring brand-level exposure to the same pathogen species within a short interval creates cumulative

reputational risk for Kroger's highest-profile natural and organic brand, which generated over \$3 billion in annual sales across all product categories [2].

CONFIDENCE: High for the factual sequence; the events are confirmed as distinct by supplier, facility, and plant code.

INTELLIGENCE GAP: Kroger's supplier qualification process, corrective actions taken after the 2025 event, and any changes to egg-sourcing protocols between the two events are not publicly disclosed.

4 Sunups Brand Creates Unresolved Cal-Maine Foods / MPS Relationship

EVIDENCE: The Sunups brand appears in the 2026 MPS recall product table with plant code P-1950 [6]. FDA product images associated with the recall display Cal-Maine Foods packaging on Sunups products [70]. In 2018, Cal-Maine Foods issued a separate voluntary recall of Sunups eggs that had been purchased from Rose Acre Farms and repackaged at Cal-Maine's Florida facility [13, 12]. Cal-Maine Foods is the largest shell egg company in the United States and a publicly traded company (NASDAQ: CALM) [30, 32].

EVIDENCE CLASSIFICATION: Primary authoritative (FDA recall notices for both events) and company-controlled (Cal-Maine corporate information).

BUSINESS IMPLICATION: The presence of Sunups in the MPS recall with Cal-Maine-associated packaging suggests a contract-packing, distribution, or brand-licensing relationship between MPS and Cal-Maine that has not been publicly characterized. If Cal-Maine owned or controlled the Sunups brand or contracted with MPS for production or packing, the event could create contractual, operational, reputational, or disclosure exposure. The applicable responsibilities cannot be determined from the collected sources.

CONFIDENCE: Moderate. The brand overlap is confirmed; the underlying commercial relationship is unresolved.

INTELLIGENCE GAP: Trademark ownership of the Sunups brand, the nature of any MPS-Cal-Maine supply or contract-packing agreement, and whether Cal-Maine has issued any disclosure or communication regarding this recall.

5 Two Texas Farms Involved but Plant-Code-to-Facility Mapping Remains Unresolved

EVIDENCE: The FDA recall states eggs were produced at "farms in Texas" and identifies plant codes P-1950 and 0840962 [6]. The archived June 8, 2026, MPS "Our Farms" page listed Feather Crest Farms in Kurten (Brazos County) and Pineywoods in Center (Shelby County) as the company's two Texas operations; both were acquired in April 2020 [20, 21, 40, 44]. The company stated that the potential issue and its operational response encompassed both Texas farms [6, 47]. The public record does not disclose the facility-specific sampling results.

EVIDENCE CLASSIFICATION: Primary authoritative (FDA) for codes and dual-farm involvement; company-controlled and corroborated secondary for facility identification.

BUSINESS IMPLICATION: Without mapping each plant code to a specific facility, it is not possible to determine whether contamination was detected at one or both locations independently, whether the two codes represent separate facilities or separate operations at a single facility, or whether one facility poses greater risk than the other.

CONFIDENCE: High that both Texas farms are involved; low for facility-specific attribution.

INTELLIGENCE GAP: FDA establishment registration records, state permits, or company disclosure linking P-1950 and 0840962 to the Kurten and/or Center operations.

6 January 2024 Fire at Feather Crest Farms Is a Prior Operational Event at the Same Corporate Location

EVIDENCE: On January 29, 2024, a fire destroyed two-layer houses at the Feather Crest Farms facility in Kurten, Texas. One house contained chickens that were lost. The Brazos County Sheriff's Office classified the cause as "a non-criminal accident" [22, 23, 24]. MPS CEO Sam Krouse issued the company's public statement [23].

EVIDENCE CLASSIFICATION: Local secondary (news reports) citing law enforcement (primary for cause classification).

BUSINESS IMPLICATION: The fire and the 2026 contamination event share corporate ownership, geographic location, and management continuity. No public source connects the two events operationally. However, the fire required

reconstruction or reconfiguration of at least part of the Kurten facility, and the timeline from fire (January 2024) to contamination detection (mid-2026) raises an analytical question about whether facility changes, flock repopulation, or altered biosecurity conditions may have contributed to environmental conditions. This question cannot be answered from public sources.

CONFIDENCE: High for the fire facts; no evidence of operational linkage to the 2026 recall.

INTELLIGENCE GAP: Post-fire reconstruction scope, timeline, flock replacement, biosecurity modifications, and FDA or state inspection history at the Kurten facility between February 2024 and June 2026.

7 Company Website Facility Page Removed Between Last Archive and Recall Announcement

EVIDENCE: The MPS Egg Farms "Our Farms" page was last captured by the Wayback Machine on June 8, 2026, at which time it identified seven company farms by name, location, production type, and complex manager, plus references to outside contract farms [44]. A site-associated Google Analytics resource was archived on July 6, 2026. The recall was announced on July 22, 2026. As of July 24, 2026, the "Our Farms" page was confirmed inactive, returning no facility-specific content.

EVIDENCE CLASSIFICATION: Archived web capture (primary for content at capture date); company-controlled (for current site status).

BUSINESS IMPLICATION: The removal of the facility page reduced publicly available facility-specific attribution during the period surrounding the recall announcement. The 28-day interval between the last confirmed page capture (June 8) and the analytics archive (July 6), the 44-day interval between the last confirmed page capture and the recall announcement (July 22), and the 46-day interval to confirmation of inactivity (July 24) create a disclosure anomaly. The underlying facilities, operations, and corporate structure continued to exist regardless of the page status. Alternative explanations include routine website maintenance, redesign, or unrelated technical changes. No evidence of concealment motive has been identified.

CONFIDENCE: High for the observed sequence; the cause and intent of the page removal are unresolved.

INTELLIGENCE GAP: Date of page removal, internal authorization, and whether the removal was related to the contamination event, recall preparation, or unrelated website changes.

8 No Reported Illnesses at Announcement, but Event Remains Active

EVIDENCE: The FDA recall notice and MPS company statement both state that no illnesses have been linked to the recalled products as of the July 22, 2026, announcement [6, 45, 47]. The recalled eggs have sell-by dates extending to August 17, 2026, meaning some product may still be in consumer refrigerators [6, 29].

EVIDENCE CLASSIFICATION: Primary authoritative (FDA) and company-controlled (MPS statement).

BUSINESS IMPLICATION: The absence of reported illnesses at announcement limits the presently identifiable bodily-injury exposure. It does not eliminate regulatory, contractual, consumer, or litigation risk. Salmonella Enteritidis has an incubation period of 12 to 72 hours after consumption [6]. Illness surveillance may lag behind recall timing, and the extended sell-by window means consumer exposure could continue if recalled product has not been returned or discarded.

CONFIDENCE: High for the no-illness status as of announcement; the final health outcome is unresolved.

INTELLIGENCE GAP: Post-announcement illness surveillance data, CDC case counts, and any FDA outbreak investigation initiation.

SECTION 03

Event Timeline

DATE	EVENT	ENTITY	EVIDENCE STATUS	ELAPSED TIME	SIGNIFICANCE	SOURCE
1875	Daniel Strauss founds grain mill in North Manchester, Indiana	Strauss family / MPS predecessor	Company-reported	Baseline	Establishes multi-generational family business origin	[44]
1968	Strauss family partners with Manwaring Farms to establish Midwest Poultry Services	Midwest Poultry Services	Company-reported	—	Formation of the legal predecessor entity	[44]
2005	MPS begins building cage-free housing systems	MPS Egg Farms	Company-reported	—	Entry into specialty egg production	[44]
2013–2015	Dan and Sam Krouse begin working for the family business (sixth generation)	MPS Egg Farms	Company-reported	—	Current leadership transition begins	[44]
2019	Midwest Poultry Services rebrands to MPS Egg Farms	MPS Egg Farms	Company-reported and corroborated	—	Trade identity change reflecting geographic expansion	[39, 44]
2020-04-23	MPS acquires Feather Crest Farms (Kurten and Center, Texas), adding ~1 million hens	MPS Egg Farms; Feather Crest Farms	Corroborated (multiple trade and local sources)	—	Establishes MPS Texas footprint; farms later involved in 2026 recall	[20, 21, 38, 39, 40]
2020-04-23	All 96 Feather Crest employees rehired by MPS	MPS Egg Farms	Trade secondary	Same day	Workforce continuity at acquired facilities	[21, 39]
2021-12-01	Kroger and Kipster Farms announce carbon-neutral egg partnership with MPS	Kroger; MPS Egg Farms; Kipster	Company-controlled (Kroger IR)	~19 months post-acquisition	Confirms "long-standing" Kroger–MPS supplier relationship	[19]
2022-11-24	MPS installs four Kipster henhouses at North Manchester	MPS Egg Farms; Kipster	Industry feature	~12 months post-announcement	Carbon-neutral production capability established	[17]
2022-12-23	Kroger begins selling Simple Truth + Kipster carbon-neutral eggs	Kroger; MPS Egg Farms; Simple Truth	Trade secondary	~1-month post-install	Product launch in Michigan; later expanded to eight states	[16]
2023	MPS acquires Country Charm Eggs in Georgia, adding ~2 million birds	MPS Egg Farms	Trade secondary	—	Expansion to four operating states	[22]
2023-07-05	Hartmann Packaging confirms MPS/Kroger/Kipster egg carton supply	Hartmann; MPS; Kroger	Supplier-controlled	—	Third-party corroboration of commercial relationship	[14]
2024-01-29	Fire destroys two layer houses at Feather Crest Farms, Kurten, TX	MPS Egg Farms; Feather Crest Farms	Confirmed (local news, law enforcement)	~3.7 years post-acquisition	Significant operational disruption at one of the two Texas farms later involved in recall	[22, 23, 24]
2024-02-07	Brazos County Sheriff classifies fire cause as "non-criminal accident"	Brazos County Sheriff's Office	Local secondary citing law enforcement	9 days post-fire	Cause classified; ignition mechanism not disclosed	[23]
2025-06-05	FDA announces Salmonella Enteritidis outbreak investigation linked to August Egg Company eggs, including Simple Truth brand	August Egg Company; Simple Truth; Kroger; FDA	Primary authoritative (FDA)	~13 months before MPS recall	First Salmonella Enteritidis event affecting Simple Truth eggs; different supplier and plant codes	[11]
2025-07-10	FDA declares August Egg Company outbreak over: 134 illnesses, 38 hospitalizations, 1 death	FDA; August Egg Company	Primary authoritative	35 days post-announcement	Establishes scale of prior Simple Truth brand exposure	[11]

DATE	EVENT	ENTITY	EVIDENCE STATUS	ELAPSED TIME	SIGNIFICANCE	SOURCE
2026-06-06	Production window begins for recalled MPS eggs at Texas farms	Midwest Poultry Services	Confirmed (FDA recall)	Production Day 1	Earliest date of potentially affected product	[6]
2026-06-08	Last Wayback Machine capture of MPS "Our Farms" page showing seven facilities	MPS Egg Farms	Archived web capture	Day 2 of production window	Last confirmed public listing of facility-specific information	[43]
2026-07-03	Production window ends for recalled eggs	Midwest Poultry Services	Confirmed (FDA recall)	Day 28; end of production	Latest date of affected product manufacture	[6]
2026-07-06	Site-associated Google Analytics resource archived	MPS Egg Farms website	Archived resource	Day 31 post-production start	Indicates site was active but does not confirm specific page content	
2026-07-20	Earliest sell-by date on recalled cartons	Consumers; retailers	Confirmed (FDA)	Day 45 post-production start	Recalled product begins reaching expiration; some may remain in homes	[6]
2026-07-22	FDA publishes MPS voluntary recall of 1,589,577 dozen eggs	Midwest Poultry Services; FDA	Primary authoritative	Day 47; 19 days after production end	Public recall announcement; no reported illnesses; fresh distribution halted from Texas farms	[6]
2026-07-22	MPS states eggs diverted to breaking plant for pasteurization	Midwest Poultry Services	Company statement via media	Same day as recall	Corrective action; salvage potential unknown	[44]
2026-07-23	Reuters, People, Real Simple, Food Poison Journal, and other outlets report recall details	Multiple media	Secondary	Day 1 post-announcement	Broad consumer awareness; Brookshire confirms alternate sourcing	[47, 46, 29, 28]
2026-07-24	MPS "Our Farms" page confirmed inactive	MPS Egg Farms website	Confirmed by direct check	Day 2 post-announcement; Day 46 post-last archive	Facility-specific public information no longer available	
2026-08-17	Latest sell-by date on recalled cartons	Consumers	Confirmed (FDA)	Day 73 post-production start	Final consumer-exposure window for recalled product	[6]

ANALYST COMMENT

The 19-day gap between the end of the production window (July 3) and the recall announcement (July 22) is notable. During this interval, MPS conducted environmental monitoring, root-cause analysis, diverted production to pasteurization, and prepared the recall. This timeline is consistent with the process described in MPS's public statement (detecting, investigating, diverting, then recalling), but the precise dates of detection, diversion initiation, and retailer notification have not been disclosed.

SECTION 04

Subject Company Profile

PROFILE FIELD	CURRENT FINDING	EVIDENCE STATUS	SOURCE
Legal operating name	Midwest Poultry Services, L.P.	Confirmed (FDA recall)	[6]
Trade identity	MPS Egg Farms	Confirmed (company usage since 2019)	[44, 4]
Entity type	Limited partnership	Confirmed by legal name; general partner not publicly identified	[6]
Ownership	Independently owned family business	Company-reported; not independently verified	[3, 41]
Founding	1875 (predecessor grain mill); egg production from 1968	Company-reported	[44]
Headquarters	800 Wabash Road, North Manchester, Indiana 46962	Company-reported; recurring public address	[25]
Current leadership	Sam Krouse and Dan Krouse, Co-CEOs	Company-reported	[3, 41]
Generation	Sixth generation of family leadership	Company-reported	[44, 41]
Operating scale	~14 million laying hens; ~11 million eggs/day	Company-reported (current website)	[4, 45]
Employees	~700 team members	Company-reported (2024 Impact Report)	[41, 43]
Facility count	Seven company-operated farms plus outside contract farms	Company-reported (archived page, June 2026)	[43]
Operating states	Indiana, Illinois, Texas, Georgia	Company-reported and corroborated	[41, 43]
Industry ranking	6th largest U.S. egg producer (2024 survey)	Trade secondary	[22]
Product types	White and brown shell eggs; cage-free; nutritionally enriched; Omega-3; California Compliant; carbon-neutral (Kipster)	Company-reported	[4, 45]
Certifications	SQF Quality Code certified; NPIP participant	Company-reported	[4, 42]
Key retail relationships	Kroger (confirmed long-standing); Brookshire Grocery (confirmed active)	Confirmed by FDA recall and Kroger ESG Report	[2, 6]
Public company status	Private; no SEC filing obligation	Inferred from company statements and absence of public filings	[3]
Sustainability initiatives	Solar installation (1.1 MW); manure drying systems; regenerative grain sourcing; Kipster carbon-neutral partnership; U.S. Roundtable for Sustainable Poultry and Eggs member	Company-reported	[41, 42]

ANALYST COMMENT

MPS Egg Farms is a private limited partnership with no public financial reporting obligation. This limits the ability to independently verify operating scale, financial performance, insurance coverage, and contractual relationships. The company's self-reported metrics of 14 million laying hens, 11 million daily eggs, 700 employees, and six-state reach position it among the largest U.S. egg producers but cannot be verified through public financial filings. The gap between the legal name (Midwest Poultry Services, L.P.) and trade name (MPS Egg Farms) is a recurring feature in public documents and requires attention when cross-referencing government records, contracts, and permits.

SECTION 05

Entity and Relationship Analysis

ENTITY ID	ENTITY NAME	TYPE	ROLE IN EVENT	RELATIONSHIP STATUS	KEY EVIDENCE	SOURCE
ENT-001	Midwest Poultry Services, L.P.	Legal entity	Recalling firm; FDA-identified producer	Confirmed	Named in FDA recall notice as legal entity	[6]
ENT-002	MPS Egg Farms	Trade name	Public identity of ENT-001	Confirmed relationship; legal form unresolved	Company website, Impact Reports, media	[4, 41, 42]
ENT-003	Feather Crest Farms	Farm operation	Acquired Texas facility (Kurten)	Confirmed (acquisition; current MPS operation)	Acquisition reporting and MPS farms page	[20, 39, 43]
ENT-004	Pineywoods	Farm operation	MPS Texas facility (Center)	Confirmed (current MPS operation)	MPS farms page and Impact Reports	[43, 41]
ENT-005	The Kroger Co.	Retailer / customer	Retail distribution channel; brand owner	Confirmed (long-standing supplier relationship)	FDA recall, Kroger ESG Report, Kipster announcement	[6, 2, 19]
ENT-006	Simple Truth	Brand	Kroger private label; recalled product	Confirmed (Kroger brand)	Kroger brand page, FDA recall	[33, 6]
ENT-007	Brookshire Grocery Company	Retailer / customer	Retail distribution channel; brand owner	Confirmed (active supplier during recall period)	FDA recall, Brookshire statement	[6, 47]
ENT-008	Brookshire's	Brand / retail banner	Retailer private label; recalled product	Confirmed in recall	FDA product table	[6]
ENT-009	Country Morning	Brand	Recalled product brand	Confirmed in recall; owner unresolved	FDA product table	[6]
ENT-010	Sunups	Brand	Recalled product brand	Confirmed in recall; producer/brand relationship unresolved	FDA product table; Cal-Maine packaging imagery	[6]
ENT-011	Cal-Maine Foods, Inc.	Producer / probable brand owner	Probable Sunups brand owner; relationship to MPS uncharacterized	Probable (strong lead, not fully confirmed)	FDA product imagery, 2018 Cal-Maine recall of Sunups, SEC filings	[13, 30,]
ENT-012	Kipster Farms	Farm system partner	Carbon-neutral egg production model	Confirmed (commercial partnership)	Kroger IR, Hartmann, Farm Flavor	[19, 14, 17]
ENT-013	Unnamed foodservice customers	Downstream customers	Received recalled bulk products	Confirmed category; identities unknown	FDA recall ("foodservice customers")	[6]
ENT-014	Unnamed smaller retailers	Downstream retailers	Received recalled products	Confirmed category; identities unknown	FDA recall ("other smaller retail outlets")	[6]
ENT-015	Breaking / pasteurization plant	Corrective-action facility	Received diverted eggs	Confirmed existence; identity unknown	Company statement via media	[46]
ENT-016	Testing function or laboratory	Testing function / service provider	Conducted or processed environmental monitoring samples	Testing activity confirmed by company statement; performing organization unresolved	FDA recall refers to environmental monitoring	[6]

ANALYST COMMENT

The **Country Morning** and **Sunups** brands present the most significant unresolved entity-relationship questions. Country Morning appears only in the FDA product table with no publicly identified trademark owner. Sunups appears with Cal-Maine packaging imagery, suggesting a contract-packing or distribution arrangement involving Cal-Maine Foods, but no public source confirms the specific commercial structure in the context of this MPS recall. Resolving these relationships is important because they may extend the recall's financial and reputational exposure beyond MPS and its identified retail customers.

SECTION 06

Texas Facility and Operational Review

MPS Egg Farms operates two facilities in Texas, both acquired in April 2020 through the purchase of Feather Crest Farms [20, 39]. The 2026 recall identifies "farms in Texas" and states the company identified the potential contamination issue at both of its Texas farms [6, 46]. However, the FDA recall notice does not name the specific facilities, and the two plant codes on recalled cartons, P-1950 and 0840962, have not been publicly mapped to individual farms.

Feather Crest Farms, Kurten

CONFIRMED FACTS: Feather Crest Farms is a conventional egg production facility located in Kurten, Brazos County, Texas [43, 39]. It was acquired by MPS in April 2020 as part of the Feather Crest Farms purchase from the Barrett family, who had owned the operation since the 1970s [40, 21]. The facility's complex manager as of the June 2026 archived page was Carlos Ruiz-Zazueta [43]. In January 2024, a fire destroyed two-layer houses at this facility; one house contained chickens that were lost. The cause was classified as a "non-criminal accident" by the Brazos County Sheriff's Office [22, 23, 24]. MPS CEO Sam Krouse issued the company's public statement following the fire [23].

UNRESOLVED: Whether plant code P-1950 or 0840962 corresponds to this facility. The current number of operational houses and flock size following the 2024 fire and any subsequent reconstruction. Whether post-fire facility modifications affected biosecurity conditions relevant to the 2026 contamination detection. FDA or state inspection history at this location.

Pineywoods, Center

CONFIRMED FACTS: Pineywoods is a conventional egg production facility located in Center, Shelby County, Texas [43, 41]. It was acquired simultaneously with the Kurten operation in April 2020 [39]. The facility's complex manager as of the June 2026 archived page was Daniel Walton [43]. MPS Egg Farms' Texas egg licensee registration lists facilities under the name "Midwest Poultry Services LP" with operations designated as "Feathercrest Farm" (Brazos County) and "Pineywoods Farm" (Shelby County) [1].

UNRESOLVED: Which plant code applies to this facility. Current flock size and production volume. Any independent contamination history or inspection findings.

Shared Texas Operating Structure

FACTS COMMON TO BOTH FACILITIES: Both farms were acquired in a single transaction in April 2020, adding approximately one million hens to MPS's total flock [20, 39]. Both produced private-label products at the time of acquisition [39]. MPS stated that its response encompassed both Texas farms [6]. The public record does not establish whether identical contamination findings were obtained independently at each facility. All 96 former Feather Crest employees were rehired by MPS at the time of acquisition [21]. The two facilities are separated by approximately 200 miles within Texas. MPS's Impact Reports list both, among the company's seven operating farms [41, 42].

Unresolved Plant-Code Mapping

The recall identifies two distinguishing codes: P-1950 and 0840962 [6]. The FDA Egg Safety Rule requires shell egg producers to register with FDA and to maintain records that include facility identification [26, 27]. USDA grading services also assign plant numbers. Without access to the FDA Shell Egg Producers Registration Module or USDA plant registration records, it is not possible from public sources to confirm:

- Whether each code corresponds to a separate facility (Kurten and Center) or to separate operations within one facility
- Whether both codes appear on products from both facilities

- Whether the contamination detection was independent at each location or shared through common feed, water, or flock movement

ANALYST COMMENT

The plant-code-to-facility mapping is the single most important unresolved operational question. Until it is resolved, facility-specific risk assessment, regulatory targeting, and remediation tracking are imprecise. The MPS "Our Farms" page, which previously provided facility-specific attribution, was removed from the public website during the period surrounding the recall, further limiting facility-level analysis from open sources.

SECTION 07

Supply Chain and Customer Exposure

Kroger

KNOWN DISTRIBUTION GEOGRAPHY: Texas and Louisiana (Kroger stores) [6]. Simple Truth + Kipster carbon-neutral eggs were available in select stores across eight states as of 2023, though these are produced at the Indiana facility, not Texas [2].

KNOWN AFFECTED BRANDS: Kroger (Large, Extra Large, Medium, Jumbo in various pack sizes); Simple Truth Cage Free (Medium Brown 12, Large Brown 12, 18, 24) [6].

PURCHASE DATA STATUS: Not disclosed. Kroger's 2023 ESG Report identifies MPS as a "long-standing" supplier but provides no volume, spend, or contract terms [2].

CONTRACT STATUS: Active; nature of agreement undisclosed. Kroger publicly announced the MPS partnership for Kipster eggs in 2021 [19].

FINANCIAL EXPOSURE STATUS: Undisclosed. Kroger faces refund obligations for returned recalled product, potential replacement sourcing costs, and possible chargebacks to MPS under supplier agreements. Kroger's recall alerts page did not display a specific egg recall notice as of the July 24 check, though other food recalls were listed [36].

Brookshire Grocery

KNOWN DISTRIBUTION GEOGRAPHY: Texas, Oklahoma, Arkansas, Louisiana, New Mexico, and Mississippi [6, 47].

KNOWN AFFECTED BRANDS: Brookshire's (Large, Extra Large, Jumbo in multiple pack sizes); Country Morning (Large, Extra Large, Medium, Jumbo, 2½ dozen) [6].

PURCHASE DATA STATUS: Not disclosed. The Texas Department of Agriculture lists Brookshire Grocery Company as a licensed egg dealer-wholesaler [1].

CONTRACT STATUS: Active supplier relationship confirmed by recall distribution; direct-vs-distributor supply path unresolved.

FINANCIAL EXPOSURE STATUS: Undisclosed. Brookshire confirmed it removed affected products, sourced from alternate facilities, and stated that eggs currently available were not part of the recall [47].

Sunups / Cal-Maine Foods

KNOWN DISTRIBUTION: Sunups Medium 2½ dozen eggs with plant code P-1950 appear in the recall [6]. FDA product imagery displays Cal-Maine Foods packaging. In 2018, Cal-Maine recalled Sunups eggs purchased from Rose Acre Farms and repackaged in Florida [13].

PURCHASE DATA STATUS: Not disclosed. The nature of the Cal-Maine–MPS relationship for this product is uncharacterized.

CONTRACT STATUS: Unresolved. Possible arrangements include: MPS contract-packing for Cal-Maine; Cal-Maine distributing MPS-produced eggs; or a licensing arrangement. Cal-Maine's SEC filings (most recent 10-K filed July 22, 2026) may contain relevant supply-chain disclosures [30].

FINANCIAL EXPOSURE STATUS: Undisclosed. If Cal-Maine holds the Sunups brand and MPS produced under contract, Cal-Maine may face brand-level exposure and potential supply-chain disclosure obligations.

Foodservice and Other Retail

KNOWN DISTRIBUTION: FDA states recalled products were shipped to "foodservice and retail customers" and were available at "other smaller retail outlets" [6]. Recalled bulk products include Grade AA, Grade A, and TICTAC-format eggs in 15-dozen, 20-egg, and 30-dozen configurations [6].

PURCHASE DATA STATUS: Not disclosed. No foodservice customer or smaller retailer has been publicly identified.

FINANCIAL EXPOSURE STATUS: Undisclosed. Foodservice customers may face menu disruption, replacement sourcing costs, and potential consumer-notification obligations depending on their operating jurisdiction.

SECTION 08

Financial Exposure

Confirmed Quantities

The only confirmed financial metric is the recall quantity: **1,589,577 dozen eggs**, equivalent to approximately **19.1 million individual eggs**, produced over a 28-day window (June 6 to July 3, 2026) [6]. Consumers were offered a **full refund** for returned product [6].

Calculated Indicative Benchmarks

No party has publicly disclosed event-specific financial losses. The following benchmarks are derived from contemporaneous USDA market data and are presented solely as indicative reference points for the gross product value of the recalled quantity. They are **not** measures of actual loss, revenue, or cost.

SCENARIO	PRICE BASIS	PRICE/DOZEN	CALCULATED GROSS VALUE	INTERPRETATION	LIMITATIONS
Producer benchmark	USDA producer price [9]	\$0.77	\$1,223,974	Approximate farm-gate value	Not an MPS contract price; excludes all other cost categories
Midwest wholesale benchmark	USDA warehouse-delivered [9]	\$0.95	\$1,510,098	Approximate wholesale value	May not reflect Texas, private-label, or cage-free pricing
Conventional retail benchmark	South Central advertised [8]	\$0.92	\$1,462,411	Lower retail refund reference	Recalled mix includes cage-free at higher price points
Cage-free retail benchmark	South Central advertised [8]	\$4.29	\$6,819,285	Upper product-category reference	Not applicable to entire recall; mix includes conventional
2026 wholesale outlook	USDA ERS annual projection [7]	\$0.98	\$1,557,785	Broader wholesale reference	Annual forecast, not transaction price

Analytical Boundaries

Several critical distinctions govern interpretation of these benchmarks:

- **Product value is not total loss.** The recalled product's gross value represents one cost category. Total financial exposure includes logistics, testing, remediation, refunds, replacement sourcing, business interruption, regulatory compliance, and potential litigation. None of these have been quantified.
- **Retail price is not producer revenue.** The retail prices listed above are what consumers paid. MPS's realized revenue per dozen is likely closer to the producer or wholesale benchmark, adjusted for contract terms, product mix, and customer-specific pricing.
- **Cage-free pricing is not applicable to all recalled product.** The recall includes both white conventional shell eggs and brown cage-free shell eggs [6]. The cage-free retail benchmark (\$4.29/dozen) applies only to the cage-free portion. The product mix between conventional and cage-free is not disclosed.
- **Salvage value from pasteurization is unknown.** MPS stated it diverted eggs to a breaking plant for pasteurization to eliminate foodborne pathogens [46]. Pasteurized liquid or dried egg products have market value, but the volume diverted, processing fees, and realized salvage price are undisclosed.
- **Refund redemption rate is unknown.** The full-refund offer creates a liability, but the proportion of recalled product actually returned by consumers is typically well below 100%. No redemption data has been published.
- **Business interruption is ongoing and unquantified.** MPS halted fresh-egg distribution from its Texas farms as of the recall date [6]. The duration of this halt, the daily production volume affected, and the revenue impact of lost fresh-shell sales versus pasteurization-diversion recovery are all unknown.

Undisclosed Cost Categories

COST CATEGORY	CONFIRMED TRIGGER	DOLLAR AMOUNT DISCLOSED?	WHO MAY BEAR COST
Consumer refunds	Full refund offered [6]	No	Retailers initially; supplier under contract terms
Recalled inventory value	1,589,577 dozen [6]	No	MPS, distributors, retailers, insurers
Product withdrawal logistics	Multi-state recall [6]	No	MPS and downstream parties
Pasteurization diversion	Fresh distribution stopped [46]	No	MPS and pasteurization counterparty
Business interruption	Texas farm halt [6]	No	MPS; potentially insurers
Replacement sourcing	Retailers confirmed alternate sourcing [47]	No	Kroger, Brookshire, other customers
Testing and remediation	Environmental monitoring identified issue [6]	No	MPS
Regulatory response	FDA recall; possible inspection follow-up [26]	No	MPS
Litigation and claims	No illnesses reported at announcement [6]	No	MPS, retailers, insurers if claims arise

ANALYST COMMENT

Industry survey data cited in the FDA's 2022 food traceability regulatory impact analysis indicated that 77% of companies experiencing a recall estimated the financial impact at up to \$30 million, with 23% reporting higher costs [5]. This benchmark reflects industry-wide experience across all food categories and recall scales. It cannot be applied as an event-specific loss estimate for the MPS recall, which involves a defined product category, a voluntary action, and no reported illnesses. The actual financial impact will depend on the duration of the distribution halt, consumer refund redemption, contract allocation of costs, and whether illnesses emerge.

SECTION 09

Regulatory and Inspection Framework

Required Company Controls

Under the FDA Egg Safety Rule (21 CFR Part 118), shell egg producers with 3,000 or more laying hens must implement a written Salmonella Enteritidis (SE) prevention plan that includes measures for pullet procurement, biosecurity, rodent and pest control, cleaning and disinfection, and refrigeration [26, 27]. Producers are required to conduct environmental testing of poultry houses for SE at specified intervals and, upon detecting a positive environmental sample, must begin diverting eggs to treatment (e.g., pasteurization) or conduct egg testing to confirm or rule out contamination [26]. Producers must register with FDA as shell egg producers and maintain compliance records for at least one year beyond the life of each flock [26].

MPS stated that it identified the potential issue through "proactive environmental monitoring practices and root cause analysis" [6]. This company statement is consistent with the type of environmental testing contemplated by the Rule but does not establish whether testing occurred on schedule, exceeded minimum requirements, or led to timely escalation. The distinction matters because testing activity alone does not establish the company's overall compliance posture.

Government Inspection Standards

FDA conducts both targeted and comprehensive inspections of egg farms under Compliance Program 7303.836 [26]. Comprehensive inspections include environmental sampling of poultry houses, while targeted inspections evaluate the SE prevention plan, records, and biosecurity practices through house walkthroughs [26]. FDA prioritizes inspections based on risk assessment and may conduct for-cause inspections following consumer complaints, recalls, or outbreaks [26]. State agencies may also conduct inspections under contract with FDA [26].

Inspection classifications range from No Action Indicated (NAI) through Voluntary Action Indicated (VAI) to Official Action Indicated (OAI), with escalating enforcement responses including warning letters, regulatory meetings, seizure, injunction, and orders of diversion or destruction [26].

Unknown Company-Specific Compliance History

No public source identifies:

- The date and results of MPS's most recent FDA inspection at either Texas facility
- The company's inspection classification history
- Whether prior environmental samples at these facilities were positive or negative for Salmonella species
- Whether the 2024 fire at the Kurten facility triggered any FDA or state follow-up inspection
- The identity of the accredited laboratory that conducted the environmental testing that led to the recall
- Whether FDA has initiated a for-cause inspection or investigation in response to the recall

ANALYST COMMENT

The regulatory framework establishes minimum standards for what egg producers must do. It does not, by its existence, prove that any specific producer has met those standards. MPS's statement that it used environmental monitoring to identify the issue is consistent with one component of the Egg Safety Rule framework. It does not, by itself, establish compliance, program adequacy, or response timeliness. The underlying test results, testing frequency, laboratory reports, and inspection history are not available for independent verification.

SECTION 10

Historical Event Comparison

The following table compares four events involving brands, retailers, facilities, or pathogen species that overlap with the 2026 MPS recall. No causal relationship has been established among these events. They are presented to identify recurring patterns and distinguish shared attributes from independent occurrences.

ATTRIBUTE	2018 CAL-MAINE / ROSE ACRE RECALL	2024 FEATHER CREST FIRE	2025 AUGUST EGG COMPANY OUTBREAK	2026 MPS RECALL
Date	April 2018 [13]	January 2024 [22, 23]	June–July 2025 [11]	July 2026 [6]
Event type	Voluntary recall	Facility fire	FDA outbreak investigation + recall	Voluntary recall
Producer	Cal-Maine (repackager); Rose Acre (source)	MPS Egg Farms	August Egg Company	Midwest Poultry Services / MPS Egg Farms
Same producer as 2026?	No	Yes (same corporate group)	No	—
Facility	Rose Acre, Hyde County, NC; Cal-Maine, Dade City, FL	Feather Crest Farms, Kurten, TX	August Egg Company, Hilmar, CA	Two MPS Texas farms
Same facility as 2026?	No	Probable (same corporate location)	No	—
Pathogen	Salmonella Braenderup	N/A (fire)	Salmonella Enteritidis	Salmonella Enteritidis
Same pathogen species?	No (different serovar)	N/A	Yes	—
Brand(s) affected	Sunups, Publix	N/A	Simple Truth, others	Kroger, Simple Truth, Brookshire's, Country Morning, Sunups
Same brand?	Yes (Sunups)	N/A	Yes (Simple Truth)	—
Retailer	Publix (Florida)	N/A	Kroger (multiple states)	Kroger, Brookshire Grocery
Same retailer?	No	N/A	Yes (Kroger)	—
Reported illnesses	0 [13]	N/A	134 illnesses, 38 hospitalizations, 1 death [11]	0 at announcement [6]
Quantity recalled	23,400 dozen [13]	N/A	Not separately quantified	1,589,577 dozen [6]
Direct operational link to 2026?	No	No (no evidence linking fire to contamination)	No (different supplier, codes, geography)	—

ANALYST COMMENT

The analytical significance of this comparison lies in two patterns:

First, the Simple Truth brand has now appeared in Salmonella Enteritidis recalls in consecutive years (2025 and 2026), supplied by different producers in different states. This does not indicate a brand-level manufacturing defect, since Simple Truth is a Kroger private label rather than a production facility. It does indicate that Kroger's egg supplier diversification across its premium brand has exposed the brand to recurring pathogen-related recalls, potentially affecting consumer confidence in the Simple Truth natural and organic positioning.

Second, the Sunups brand has appeared in recalls involving two different upstream producers (Rose Acre Farms in 2018; MPS in 2026), different Salmonella serovars, and different geographic origins. The common thread is the brand itself, suggesting either a brand owner (likely Cal-Maine) that sources from multiple producers, or a product line with structural exposure to multi-supplier recall events.

SECTION 11

Digital Footprint and Disclosure Anomaly

Facility-Page Removal Anomaly Observed Facts			
DATE	DIGITAL RECORD	WHAT IT ESTABLISHES	WHAT IT DOES NOT ESTABLISH
June 8, 2026	Wayback Machine capture of MPS "Our Farms" page [43]	Seven company farms listed by name, location, type, and manager; contract farms referenced	Page content after this date
July 6, 2026	Site-associated Google Analytics resource archived	MPS website was active and generating tracking data	Whether the "Our Farms" page specifically was still accessible
July 22, 2026	FDA recall published [6]	Recall announced; two Texas farms identified without naming them	When MPS learned of contamination; when the page was removed
July 24, 2026	"Our Farms" page confirmed inactive	Page no longer serving facility-specific content	Cause, authorization, or timing of removal

Analytical Significance

The removal of the "Our Farms" page created a measurable reduction in the publicly available facility-specific information about MPS Egg Farms. The page had been the primary public source identifying the company's seven farm locations, their production types (conventional, cage-free), and their complex managers by name. Its removal means that researchers, regulators (to the extent they used public sources for preliminary facility identification), media, and consumers can no longer readily associate the two recalled Texas plant codes with named facilities and specific management personnel.

Three intervals are relevant:

- 28 days between the last confirmed page capture (June 8) and the analytics archive (July 6)
- 44 days between the last confirmed page capture and the recall announcement (July 22)
- 46 days between the last confirmed page capture and confirmation of page inactivity (July 24)

The production window for recalled eggs began on June 6, two days before the last page capture. The contamination detection date has not been disclosed. The page may have been removed at any point during the 44-day interval.

Assessment Boundary

The observed sequence is treated as a disclosure anomaly and an unresolved risk indicator. The underlying farms, operations, personnel, and corporate structure continued to exist regardless of the page's availability. The removal is consistent with multiple explanations, including:

- Pre-recall litigation or regulatory counsel advising reduced public facility attribution
- Routine website redesign or content consolidation unrelated to the recall
- Internal decision to centralize facility information in a different format

No evidence of concealment or improper motive has been identified. The anomaly is noted because the timing aligns with the recall preparation window and the effect, reduced facility-level public attribution, is decision-relevant for counterparties, regulators, and analysts.

Recall Communication Posture

MPS EGG FARMS: The company homepage displayed a recall banner with a link to the FDA recall notice as of July 24, 2026 [4]. The company did not publish a standalone recall notice on its website with detail beyond the FDA posting.

Company statements were provided to media outlets including People and Reuters [46, 47]. Consumer and media contact channels were established (phone: 574-405-9531; email: recallassistance@mpsegg.com; media: info@mpsegg.com) [6].

KROGER: Kroger's recall alerts page listed multiple active food recalls as of July 24, 2026, but did not display a specific MPS egg recall notice on the page reviewed [36]. Kroger did not respond to media requests for comment from Reuters [47]. The absence of a Kroger-specific recall alert page for the egg recall may reflect timing (the recall was two days old at the time of observation), different internal communication channels, or a decision to rely on the FDA posting.

BROOKSHIRE GROCERY: Brookshire Grocery provided a statement to People and Reuters confirming it had begun reviewing inventory, removing potentially affected products, and sourcing from alternate facilities. The company stated: "All eggs currently available for purchase in our stores were sourced from a different production facility" [46, 47].

ANALYST COMMENT

The distinction between public-facing recall communication and non-public notifications is important. Retailers, foodservice customers, and regulatory agencies may have received direct notification from MPS before the FDA posting. The FDA recall process begins with the company's decision to recall, followed by notification to FDA and affected customers, and then public posting. The public record reflects only the final step. The adequacy of pre-public notification to downstream customers cannot be assessed from available sources.

SECTION 12

Business Decision Assessment

The following ten-factor rating table is designed as decision-support information for counterparties, investors, regulators, and analysts evaluating exposure to MPS Egg Farms or its commercial partners. It is not investment advice and does not constitute an audit, rating, or endorsement.

FACTOR	RATING	RATIONALE	EVIDENCE STRENGTH	INFORMATION GAP	DECISION RELEVANCE
Food safety event severity	Moderate	Large recall (1.59M dozen); Salmonella Enteritidis; but no reported illnesses at announcement	High (FDA primary)	Post-announcement illness surveillance	High for supplier qualification decisions
Operational disruption	Elevated	Fresh distribution halted from two Texas farms; duration unknown; diverted to pasteurization	Moderate (company statement)	Duration of halt; daily Texas output; Indiana/Illinois/Georgia operations unaffected	High for supply continuity planning
Regulatory risk	Uncertain	Voluntary recall suggests cooperative posture; no enforcement classification disclosed	Low (no inspection records located)	FDA inspection history; state regulatory actions; compliance classification	High for risk management
Financial exposure	Undisclosed	Gross product value benchmarks suggest \$1.2M–\$6.8M range depending on product mix; total costs (logistics, refunds, interruption, remediation) are unknown	Low (benchmark estimates only)	Actual contract pricing; refund redemption; insurance; litigation	High for credit and counterparty decisions
Brand and reputation	Elevated for Kroger/Simple Truth	Second Simple Truth Salmonella Enteritidis recall in 13 months (different suppliers); Sunups brand exposed across multiple producers	High (FDA records for both events)	Kroger supplier review process; consumer sentiment data	High for retailer brand management
Supply chain resilience	Moderate concern	MPS operates seven farms plus contract farms; Texas represents two of seven; Indiana, Illinois, Georgia operations not affected	Moderate (company-reported scale)	Actual production allocation by facility; customer reallocation plan	Moderate for supply planning
Corporate transparency	Public transparency concerns	Facility page removed during the event timeline; private company with no public financial reporting; limited facility-specific disclosure	High (archived vs. current web records)	Cause of page removal; internal communications	Moderate to High for counterparty due diligence
Historical event pattern	Notable	2024 fire at Kurten facility; 2025 and 2026 Simple Truth recalls from different suppliers; 2018 Sunups recall from different producer	High (all events independently confirmed)	Operational links between events (none identified)	Moderate for pattern analysis
Management response	Documented actions; timeliness unresolved	Recall, distribution halt, and pasteurization diversion are documented. The interval between sample collection, result receipt, internal escalation, customer notification, and public recall is not established.	Moderate (company statement and FDA timing)	Internal detection-to-action timeline; remediation plan; retailer and regulator notification dates	High for governance assessment
Information completeness	Low	Key operational facts (plant codes, facility allocation, contract terms, inspection history, testing results) remain unresolved	Low overall	See Intelligence Gaps section	Critical for any definitive assessment

SECTION 13

Intelligence Gaps and Collection Priorities

Priority 1 (Critical): Required for Event Assessment

GAP	WHY IT MATTERS	BEST SOURCE FOR RESOLUTION	EXPECTED EVIDENTIARY VALUE
Plant-code-to-facility mapping (P-1950 and 0840962 to Kurten and/or Center)	Determines which facility or facilities are implicated; enables targeted risk assessment	FDA Shell Egg Producers Registration Module; USDA plant registration; state permits	Definitive facility attribution
FDA inspection history and classification at both Texas facilities	Establishes compliance baseline and identifies prior findings	FDA FOIA request; state contract inspection records	Compliance status before and after recall
Post-announcement illness surveillance	Determines whether the recall escalates from precautionary to confirmed outbreak	CDC FoodNet data; FDA CORE investigation records; state health departments	Outcome severity classification
Detection-to-recall timeline (exact dates of detection, diversion, retailer notification, FDA notification)	Assesses response adequacy and potential exposure window	Company records; FDA recall audit; retailer notification records	Determines whether response met industry and regulatory standards

Priority 2 (Important): Required for Financial and Commercial Assessment

GAP	WHY IT MATTERS	BEST SOURCE FOR RESOLUTION	EXPECTED EVIDENTIARY VALUE
Sunups brand ownership and MPS-Cal-Maine relationship	Determines whether the recall extends Cal-Maine's financial or disclosure obligations	Cal-Maine SEC filings (10-K filed July 22, 2026); trademark records; contract-packing agreements	Identifies additional exposed parties
Retailer purchase volumes and contract terms	Quantifies financial exposure allocation among MPS, Kroger, and Brookshire	Supplier agreements; purchase orders; vendor scorecards	Enables event-specific financial modeling
Insurance coverage and claims	Determines MPS's financial cushion and potential subrogation	Company records; insurer filings	Assesses financial resilience
Refund redemption rate	Quantifies actual consumer-facing cost	Retailer return data; recall effectiveness checks	Bounds refund liability

Priority 3 (Supplementary): Supports Pattern Analysis and Monitoring

GAP	WHY IT MATTERS	BEST SOURCE FOR RESOLUTION	EXPECTED EVIDENTIARY VALUE
Post-fire reconstruction scope at Kurten	Determines whether facility modifications created or mitigated biosecurity risks	Building permits; USDA grading records; insurance claims; company records	Informs facility risk chronology
Cause and timing of MPS "Our Farms" page removal	Resolves the disclosure anomaly	Web server logs; company records; legal counsel communications	Determines whether removal was event-related
Country Morning brand ownership	Identifies all commercially exposed parties	Trademark records; Brookshire supplier documentation	Completes entity register
Contract farm identities and supply volumes	Determines whether recalled product came from company-operated or contract-operated facilities	Company records; egg dealer licenses	Clarifies production-source scope

SECTION 14

Overall Assessment

What Is Established

Midwest Poultry Services, L.P., operating as MPS Egg Farms, initiated a voluntary recall of 1,589,577 dozen shell eggs on July 22, 2026, after its own environmental monitoring detected potential *Salmonella Enteritidis* contamination at both of its Texas egg production facilities. The recall covers eggs produced between June 6 and July 3, 2026, distributed to Kroger, Brookshire Grocery, unnamed foodservice customers, and smaller retailers across multiple Southern states. The recalled products span at least five consumer-facing brands. No illnesses were reported at the time of the announcement. The company halted fresh-egg distribution from its Texas farms and diverted production to a pasteurization facility.

MPS is confirmed as one of the largest U.S. shell egg producers, with a documented long-standing supplier relationship with Kroger that includes production of carbon-neutral eggs under the Simple Truth brand. The company's two Texas facilities were acquired in 2020 and have experienced a prior operational event: a 2024 fire that destroyed two-layer houses at the Kurten location. The Simple Truth brand and the Sunups brand have both appeared in prior, unrelated recall events involving different suppliers and different circumstances.

What Is Unresolved

The specific facility or facilities where contamination was detected have not been publicly identified by plant code. The financial exposure to MPS, its retail customers, and downstream entities has not been disclosed. The duration of the Texas distribution halt, the daily production volume affected, and the salvage value from pasteurization diversion are unknown. The ownership of the Country Morning and Sunups brands and the nature of any MPS–Cal-Maine Foods relationship for Sunups production are uncharacterized. FDA inspection history, laboratory results, and any post-recall enforcement classification have not been published. The cause and timing of the removal of the MPS "Our Farms" webpage during the recall preparation window are unexplained.

What Cannot Yet Be Concluded

It cannot be concluded from available evidence that:

- The 2024 fire at Feather Crest Farms caused or contributed to the 2026 contamination event
- The recurring appearance of Simple Truth in *Salmonella Enteritidis* recalls reflects a systemic Kroger supplier-management failure rather than independent supply-chain events
- The Sunups brand's appearance across multiple recall events reflects a structural vulnerability in Cal-Maine's supply chain rather than coincidental multi-producer sourcing
- The removal of the MPS facility page was motivated by the recall rather than routine website maintenance
- MPS's food safety management system failed, as distinct from functioning as designed by detecting contamination through monitoring and triggering voluntary corrective action
- The financial impact of the recall will be material to MPS's operations, given that the company is private and its total revenue, insurance coverage, and contractual indemnification arrangements are unknown

The event remains active. Its final classification, either resolved without illness or escalated to an outbreak investigation, will depend on surveillance data, regulatory findings, and the company's remediation outcome in the weeks and months following the recall announcement.

SECTION 15

Methodology and Evidentiary Standards

Analytical Framework

Analyst Comments are included where the significance of a fact pattern is not self-evident. They explain why a timing sequence, relationship, inconsistency, anomaly, or information gap matters to business, operational, financial, regulatory, legal, or reputational decision-making. Analyst Comments do not convert inference into confirmed fact and must state relevant evidentiary boundaries and reasonable alternative explanations.

This report was prepared as an open-source Investigative Intelligence Assessment. It was not commissioned by MPS Egg Farms, Kroger, Brookshire Grocery, Cal-Maine Foods, or any entity named in the report. It does not allege misconduct. All findings are based exclusively on information available through public records, government filings, company publications, archived web content, news reporting, and regulatory documents.

Date-of-Information Cutoff

All factual statements reflect information available as of July 24, 2026, unless otherwise noted. The event is active, and facts may change after this date.

Evidence Classification Legend

CLASSIFICATION	DEFINITION	APPLICATION
Primary authoritative	Government records, regulatory filings, court documents, official agency publications	FDA recall notices, USDA market reports, SEC filings, 21 CFR Part 118, FDA compliance programs
Company-controlled	Information published or provided by the entity about itself	MPS website, Impact Reports, Kroger ESG Report, Brookshire statements
High-quality secondary	Independent reporting by established news organizations with editorial standards	Reuters
Trade secondary	Industry-specific publications with relevant subject-matter expertise	WATT Poultry, Grocery Dive, Feedstuffs, Egg-News
Local secondary	Regional or local news outlets reporting on events in their geographic area	KBTX, WTAW, Farmer's Exchange, Hoosier Ag Today
Secondary	General consumer media, legal commentary, or aggregated reporting	People, Real Simple, Food Poison Journal, MediaPost, Farm Flavor
Archived web capture	Content preserved by the Wayback Machine or equivalent archive service at a specific date	MPS "Our Farms" page (June 8, 2026, capture)

Archive Handling Standard

Archived webpage captures are treated as primary evidence of page content at the capture date. They do not establish page content before or after the capture date. The absence of a capture between two dates does not prove the page was unavailable during that interval.

Treatment of Inactive Webpages

When a previously active webpage is confirmed inactive, the report notes: (a) the last date of confirmed activity, (b) the content established by the last capture, (c) the date inactivity was confirmed, and (d) the elapsed interval. No inference of intent or motive is drawn from page removal alone.

Treatment of Company Claims

Statements by MPS Egg Farms, Kroger, Brookshire Grocery, or other entities about their own operations are classified as "company-controlled" and are attributed as source claims rather than independently confirmed facts unless corroborated by primary authoritative or independent secondary sources.

Calculation Assumptions

- Financial benchmarks use USDA AMS and ERS pricing data contemporaneous with the recall period
- Gross product value calculations multiply recalled dozens by benchmark price per dozen
- No assumption is made about the product mix (conventional vs. cage-free), contract pricing, or actual realized revenue
- Daily production estimates divide total recalled dozens by 28 production days (June 6 through July 3 inclusive)
- All dollar figures are nominal (not inflation-adjusted)

Publication Safeguards

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SECTION 16

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