

Outstanding in Their Fields!

Get to know our family farmers

Shannon was born a farmer. It just took her a few decades to realize it! “I was that sweet, crazy chicken kid loving on our family flock,” she laughs. She grew up surrounded by horses, cows, pigs, and of course, chickens. As her career spanned banking and education, Shannon’s family still lived in the country – right next door to a pair of Vital Farmers. When she

had an opportunity to buy their farm, she jumped at the chance.

Today, the girls are boss, but Shannon couldn’t be happier. She gets to work from home and spends lots of time outdoors.

Shannon’s story isn’t unusual – our farmers typically find us through friends and family.

And while many grew up on family farms, others transition into farm life as adults. Our Egg School and ongoing support help get them up to speed, and we’re glad to do it. Because at the end of the day, it’s good people like Shannon who make good farmers – and good eggs.



VITAL TIMES *contd.*

Birds of a feather think together!

Our family farmers walk among their flocks several times each day to check on their well-being and just say “hi.”

Farmers know - each flock will develop its own distinct personality. Friendly or curious, shy or adventurous, our flocks are as unique as the hens in them! Flock personalities influence flock behavior. Some may roam far and wide, while others follow their farmer and crowd close - the better for personal attention! That's why it's important to know our girls. By keeping hens close, Vital Farmers can give them exactly the care they need *and* want.

  @VitalFarms

Bird of the Month



Restless Rio is ready to take on another busy day in the pasture!

***Our Mission** is to bring ethically produced food to the table by coordinating a collection of family farms to operate with a well-defined set of agricultural practices that accentuates the humane treatment of farm animals as the central tenet.*

