



## Pasture-Raising the Bar

*Freedom to forage and room to roam!*

At Vital Farms, our mission is to bring ethically produced food to your table, and pasture-raising helps us do just that! How? Pasture-raising puts the welfare of our girls at the heart of our business. And when you do right by them, you do right by farmers, the land, and egg lovers too!

It all comes back to 108 sq. ft. per hen. That gives the girls plenty of room to roam, and it gives space for land to rejuvenate naturally so the



fresh greens and crunchy critters found in healthy fields form an essential part of the hens' diets. The average 2 sq. ft. allotted a free-range hen is far too little for this to be true.

Unfortunately words like “free-range” or “cage-free” sound outdoorsy but can be misleading. A cage-free hen will never see natural sunlight, and a free-range girl's foraging may only be limited to a patch of dirt. But pasture-raising? Those are words that don't just sound good, they do good. And every single Vital Farms egg comes from a pasture-raised – not a cage-free or free-range – hen. It's our promise to you and to our girls.



## Grilled Cheese... With Ghee!

You have your first jar of Pasture-Raised Ghee Butter. Now what? After you've sautéed veggies and slow scrambled eggs, drizzled it over popcorn and in coffee, it's time to go next level: Grilled cheese sandwiches. Ghee is a lactose-free clarified butter with a remarkably high smoke point, so you can swirl it in a frying pan and turn up the heat without burning your bread. Instead, you'll get a perfectly crisp and crunchy outside, warm and gooey inside, for a craveably quick, comforting, any-time meal.

  @VitalFarms

## Bird of the Month



*Eccentric Elise isn't afraid to venture out on her own!*

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**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.

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