



VITAL FARMS NEWS



AUSTIN, TX

VOLUME 3 ISSUE 2, 2010

Healthy Eating Means Responsible Farming

KEEPING OUR BIRDS HAPPY IS important to everyone at Vital Farms, because a bird's quality of life is a big part of every egg she produces. Our philosophy is to respect our girls and provide them with the most natural environment we can. It's just responsible farming as we see it.

For hens to truly live like the outdoor birds they are, they need:

- **Fresh green pasture**
- **Organic native grasses**
- **Plenty of space to roam**
- **Freedom to forage**

We give them all this and more. Each bird enjoys 25 times more space than the typical hen -- all of it outdoors!



SUSTAINABILITY MATTERS

We also take seriously our stewardship of the environment. This means certified organic pastures free from chemicals and pesticides, which is good for our birds and also prevents harmful run-off into waterways. We also utilize 100% recycled water bottles as our packaging, and even work with eco-friendly printers for materials like this newsletter.

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PASTURE-RAISING MAKES A HEALTHIER EGG

It takes a lot of effort to provide for our birds this way, but it's the right thing to do and the results are certainly worth it. Pasture-raised eggs are demonstrated to be higher in vitamins A, D, and E, as well as beta carotene and Omega-3s, and contain lower cholesterol and saturated fat -- all results of our birds eating 'salad' and getting plenty of exercise!

Laying hens also require a feed ration, and we give our girls only the most nutrient-rich, certified organic feed. This ensures no GMO-corn, antibiotics, hormones or other additives ever come into contact with the birds or their eggs.

* Mother Earth News
2007-08 studies

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HUMANELY RAISED EGGS TASTE BETTER!

Pasture-raised eggs look and taste different. The yolks are richer and more flavorful, and the whites tend to hold together with a fuller, firmer texture. The flavor and color can even vary, depending on what grasses are in season and what the birds find when foraging. Our girls do so quite effectively as they are not de-beaked. Enjoy the difference!



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