
Vital Times

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It's what's inside that counts!

Ethical eggs help our girls, grass and people

Reach in, choose an egg and really feel it. Its weight, the texture of its shell, its curve against your palm. Imagine the foraging hen who made this single egg possible. Now think about the hands that brought it all this way – farmers caring for the girls in sun-drenched fields, crew members safely nestling cartons for the journey. And now you – taking a moment to appreciate your ethical egg.

It feels good, doesn't it? We like that feeling. And we like what it means for all the people and animals we hold dear. So inside our business is our stakeholder model. How does it work? We picture hens and cows, farmers and investors, crew members, Mother Earth and you sitting around a conference table.

Everyone is valued. Every voice matters. And every decision we make honors these relationships.

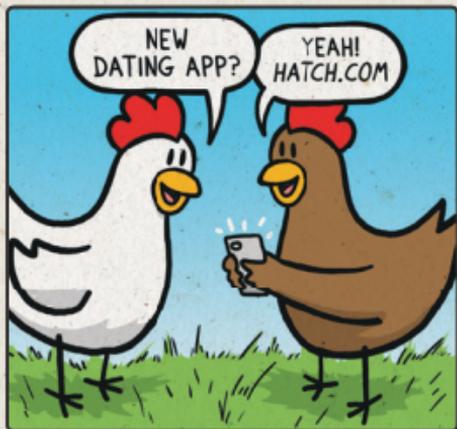
Working together this way leads to girls on grass, farmers paid fairly, empowered crew members and land protected from herbicides, pesticides and over-use. That's a lot of good in one little egg!



Holiday Like a Hen!

During the holidays, our girls stick to a routine that brings them joy. Enjoy these five tips from our girls on grass.

1. Eat healthy. When foraging or grazing, choose real food – as close to nature as possible.
2. Exercise. It's amazing what a walk outside can do for your mind (and body).
3. Get a good night's sleep.
4. Take some time to care for yourself. If dust baths aren't your thing, a bubble bath might do the trick!
5. Live in the moment.



Bird of the Month



Optimistic Olivia forages through the grass for a crunchy morsel!

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. _____

Do you love cooking with our pasture-raised eggs? Show off your Vital Farms creation on social and tag us!



@VitalFarms