
Vital Times

NATIONAL EDITION

VOL 12 • ISSUE 1

We're Bringing the Farm to You

(A Peek into Life on the Pasture)

These eggs – the very eggs in this carton – came from a family farm. A real-life, surrounded by pasture, fresh air and sunshine family farm. If you're standing in the grocery aisle or in front of your fridge, the sights and sounds of a hen-dotted pasture can be pretty hard to imagine. So now you don't have to – you can see for yourself!

We're rolling out 360° farm tours because we believe folks like you should know (and see!) where your food comes from. And our girls have nothing to hide.

We talk about pasture-raising a lot, but there's really no substitute for

experiencing it – happy hens among native greens, with breezes blowing overhead and clouds drifting across the sky. Our girls have so much room to roam, foraging is a big part of their day (and their diet). Watching them can bring a little zen to yours.

So feel good about your food. Keep reading to learn how to find your farm.



Find Your Farm



We love our farms (we can't stop talking about them!), but for some folks, talk is, as our girls say, "cheep," and seeing is believing. And now it's time to see the farm where these eggs were laid.

All you need is your Vital Farms carton, an internet connection and somewhere safe to set your eggs while you type. Check the end of your carton for your farm's name. Then go to VitalFarms.com/farm and enter it for a hen's-eye view of your farm's pastures. Because not wondering where your food actually came from feels pretty wonderful!



Bird of the Month



Loveable Luna harnesses her dinosaur DNA, hunting through a jungle of tall grasses and clover!

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!

