

Vital Times

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How to be about 100 Times Better*

(*It's Pretty simple – Choose Pasture-Raised.)

If bigger is better, the pasture-raised life is about 100 times better for hens! That's because at 108 sq. ft. of roaming room, Vital Farms girls have plenty of space to do what they do naturally – exploring, foraging, dust-bathing and preening in the sun. All this spaciousness gives our pastures time to rejuvenate naturally, growing a craveable selection of greens for our girls. Sadly, there's a big difference in the lives of Vital Farms hens and many cage-free and free-range hens:

1' Most cage-free hens are confined to barns all day, every day, with about one square foot of space each. Imagine what that could look like – no daylight, no fresh air, and barely room to hunker down.

2' Most free-range hens have double the space of cage-free – that's

about two feet. Their “free-range” outdoor access might open onto a crowded concrete pad, as there are no regulations for that space to have any vegetation at all.

108' Vital Farms' pasture-raising makes the good life possible for our girls, who enjoy both access to the outdoors and an outdoors worth exploring. From the minute the barn doors open in the morning, Vital Farms hens are on the move, enjoying the freedom to choose from a rotating smorgasbord of greens and crunchies.

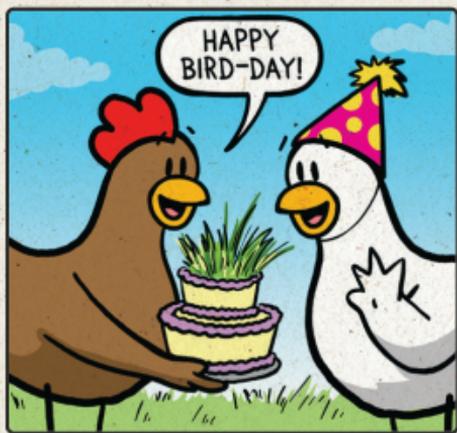
So big thanks for choosing better – both from the hens and from the 200 small family farms who put the pasture in pasture-raised and the girls on all kinds of grass.





Free Bird – A Limerick

*A Vital Farms chick named Elana,
Who loved both the flora and fauna,
Soon grew up to be
A hen who roamed free
Through green pastures whenever
she wanna.*



Bird of the Month



Effervescent Elana is feeling fierce and royal today, showing off her crown-like comb and velvety feathers!

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