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# Vital Times

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## What Came First? The Chickens.

### They Still Do At Vital Farms.

Today, Vital Farms partners with more than 225 small family farms, each committed to bringing ethical food to the table. But we started with just one. One farm and twenty trailblazing Rhode Island Red hens.

Vital Farms' founding farmer Matt O'Hayer placed the welfare of his hens at the center of the farm. And then he looked for more people who were ready to disrupt the way we eat by proving that humanely raised food can be a sustainable business.

It seems obvious to us now – pasture-raising is better for the girls, better for the land, better for the farmers and better for all of us who love a good egg. But back then, Vital Farms' idea was a radical one. In 2007, most hens “lived” in cages. Less than .1% of eggs were pasture-raised, and people thought

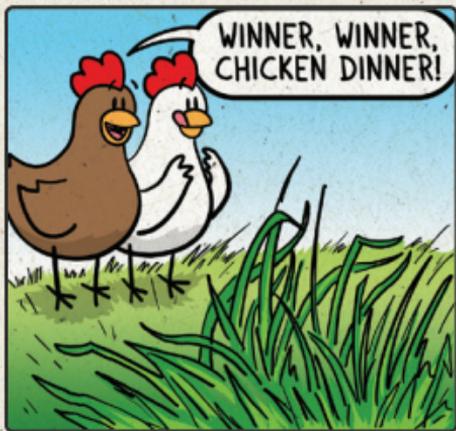
practicing ethical farming to feed more people might be impossible.

It wasn't, and in time, Vital Farms did it. Today, people all over the country eat pasture-raised eggs, pasture-belt flocks live fabulous lives and farmers make good livings on their own lands, by their own hands. We're not saying it was easy (nothing worth doing – except maybe the perfect scramble – ever is), but if all this goodness grew from one farm and 20 hens – well, think what else we might do together!



# Good Business.

In 2017, Vital Farms chose to become a Public Benefit Corporation, legally building mission into our company's DNA. That means our certificate of incorporation includes the most sincere legalese ever, describing the nature of what we do: "(i) bringing ethically produced food to the table; (ii) bringing joy to our customers through products and services; (iii) allowing crew members to thrive in an empowering, fun environment; (iv) fostering lasting partnerships with our farmers and suppliers; (v) forging an enduring profitable business; and (vi) being stewards of our animals, land, air and water, and being supportive of our community." (This one's for our legal crew who never thought they'd get a mention in the Vital Times!)



# Bird of the Month



**Tranquil Tina rests in the soft grass after a busy morning of scratching and foraging.**

**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