

Vital Times

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Want to Do Good? Eat Good.

Finally! A Resolution You'll Want to Keep!

When we careen into a new year like hens into a pasture, the energy is exhilarating. But if you watch our girls closely, once they're outside they go at their own pace. They find their own path. That's our approach to new year's resolutions — and our business.

Every day we resolve to care for people, animals, communities and the earth. Every choice we make is defined not by ease or by profit but by long-term benefits for those we touch. This commitment led Vital Farms down a

unique road fifteen years ago. In time, our resolution became a revolution. And yours can too!

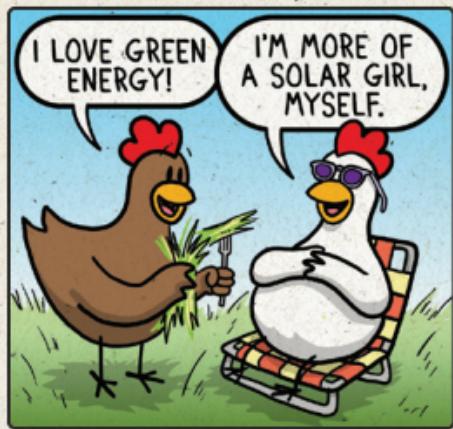
If ethical food is important to you (and you're here — we bet it is!), you can make a world of difference by consciously resolving to "eat good" in the new year. You may want to get creative with using up your leftovers. Or look for companies who use their business as a force for good. (Bcorporation.net is a good source.) With every meal, your thoughtful consumption can support an inclusive and sustainable economy by championing fair wages, animal welfare and environmental sustainability. Not bad for a resolution that — let's be honest — tastes as good as it feels! Happy New Year to you from the girls on grass and the people who love them.



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Winter? ‘S.no problem!

Our outdoorsy girls love winter in the pasture belt, where the sun is sunny, the temperatures are mild, and the only winter layers they need are each other! While many of us are bundling, our girls are trundling through leaf piles and native grasses on farms flung from Kansas to the Carolinas. All that freedom means instead of feeling cooped up, our girls spend their days happily flocking, foraging and reveling in seasonal sights, smells and tastes – all winter long!



Bird of the Month



Harmonious Hayley enjoys a peaceful afternoon hike through the crunchy leaves.

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