
Vital Times

NATIONAL EDITION

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Beat the Heat – Pasture Style!

Take a cooling cue from the girls on grass.

Summer lovin' may not be your thing, but even on – oh, those summer nights – our outdoorsy girls stay cool and comfortable. How? It helps that they live in the pasture belt, a more temperate swath of the country. But even when temperatures rise, their lifestyle naturally honors their instincts. Vital Farms hens freely seek and find comfort, supported by farmers who know exactly what they like! Here are a few of their heat-beating tricks:

1. Seek shade.

The girls often head for the trees that dot many of our pastures. (perfect for staying cool AND foraging). When natural shade is sparse, cloth awnings give the hens a break from the sun.

2. Drink water – lots of water.

Hens aren't known to tote water bottles, so we bring the water to them! Our girls enjoy

a supply of always fresh, always clean water in the barns and grab mid-adventure sips from water oases in the pastures.

3. Find a breeze (or make one!).

Misting foggers, cool cells and fans get barn air moving, and hens flock to feel the breezes. They also ruffle their feathers and hold their wings out – the hen version of fanning yourself!

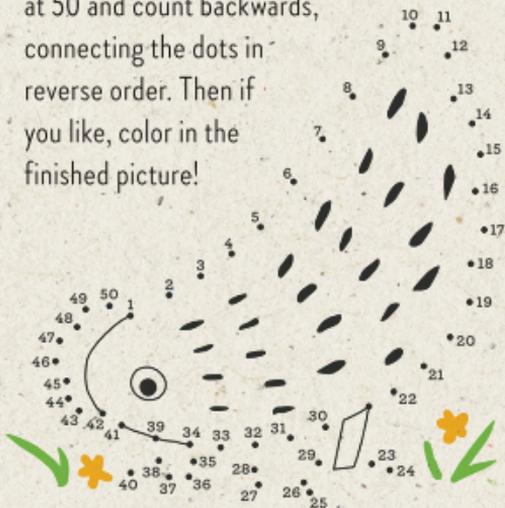
Have a summertime tip of your own? Share it on social – and tag us!



One of our farmers refills a water station so the girls can stay hydrated.

Connect the Dots

While research has shown chickens can do basic math – including counting! – they have a bit more trouble holding a pencil to connect the dots. Can you help the hens out? Start at 1 and count up, connecting as you go. For a bigger challenge, begin at 50 and count backwards, connecting the dots in reverse order. Then if you like, color in the finished picture!

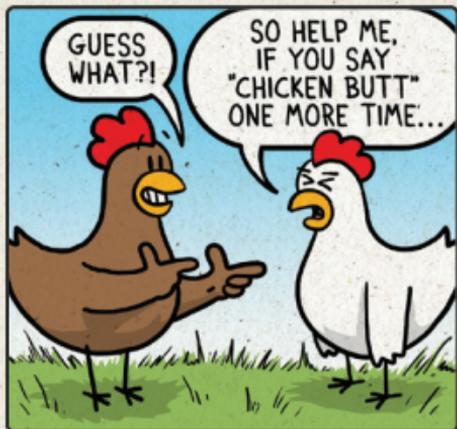


Bird of the Month



Fluffy Florence starts each day with a sassy strut down the runway.

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