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# Vital Times

NATIONAL EDITION

VOL 14 • ISSUE 7

## The Secret to Eggshell Color? Earlobes!

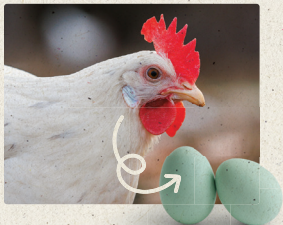
**Introducing the hens behind Vital Farms True Blues.**

If you've watched any of our farm footage (check the side panel of your carton to learn how!), you've likely seen flocks of brown hens exploring the pastures, clambering over fallen trees and dust bathing in the sun. These are the red-earlobed girls behind our brown eggs.

But, on a few of our family farms, you'll see white hens with red combs and – wait for it – blueish earlobes! These are the hens who lay our True Blues. You may not have

thought about a chicken's ears before, but her earlobes are something special. Why? A hen's earlobe colors correlate with her eggshell colors: white earlobes to white eggs, red or dark earlobes to brown eggs and blue or greenish earlobes to turquoise eggs. Another difference about True Blues? Unlike brown eggs which are white on the inside, all blue eggshells are blue all the way through. Crack one open to see for yourself!

Just like our Hy-line Brown hens, our True Blues Azur hens are outdoorsy girls raised with respect and care, free to roam on rotated pastures year-round. And while their heirloom eggs aren't available everywhere – yet! – we hope to bring the blues to your breakfasts and more really soon. In the meantime, check out the girls and take a look at their 'lobes at [VitalFarms.com/True-Blues](http://VitalFarms.com/True-Blues).



# A True Blues Word Find

H D B W H I T E H E N S  
B E A R L O B E S F O M  
L S C M A F D N Y H P R  
U I O S L R I G R U Z A  
E A Z W H S O W E A G F  
T R A C E A B I L I T Y  
I E L L I P E C L Y N L  
F R I P R U Z A O D S I  
U U Y B L A U P S R A M  
L T F C O U R M F W P A  
M S M A O R O T E E R F  
E A S B M O C D E R E B  
D P B L U E S H E L L S

Red Combs

Free to Roam

Bcorp

White Hens

Family Farms

Bluetiful

Blue Shells

Azur Girls

Traceability

Pasture Raised · Heirloom



# Bird of the Month



**Timeless Topaz loves to be the earliest bird, ready for anything as she greets the morning sun.**

**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