
Vital Times®

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Changing the Game on Every Field

A Chat With Farmer Lachelle and Soccer Legend Carli Lloyd

Farmers and athletes are more alike than you may realize, always pushing the limits to grow and excel in their crafts. We spoke with Lachelle, one of 300+ farmers in our network, and Former Pro Soccer Player Carli Lloyd (who tends to a backyard flock of her own!) about how they're raising the standards to change the way the game is played.

What do farmers and athletes have in common?

Lachelle: Dedication. Our lives revolve around what we do. Whether it's on or off-season – we must work to stay on top of our game.

Carli: It never stops. It's a constant thought

of mind knowing you have the responsibility to train, sleep, eat well, be present, and do the best job you can.

What do you wish people understood about your work?

Lachelle: It's a ton of work and never shuts off. It's our job to ensure we're providing food in the way we've promised.

Carli: You have to take accountability yourself – work when no one is watching and when no one is pushing you.

How do you raise the standards?

Lachelle: Show up at the table, stay active in ag organizations, and don't shy away from opportunities where I show men in our industry that I'm here, I'm a woman, and I'm competing at the same level.

Carli: Constantly try to push yourself, put yourself in uncomfortable positions and get out of your comfort zone. That's where you learn, grow and become better.



Lachelle (left) & Carli with her backyard flock (right)

Printed on biodegradable paper stock with vegetable-based inks

Vital Statistics

From Pasture to Carton

VITAL FARMERS	300+
SPACE PER HEN	108 SQ. FT.
EGGS LAID IN A DAY	1 PER HEN
WATER SIPPED IN A DAY	5 GAL PER 100 HENS
TIME BETWEEN PASTURE ROTATIONS	~21 DAYS
QUANTITY OF THIS VITAL TIMES ISSUE PRINTED	9.6 MILLION
EGGS PACKED PER DAY	6.5 MILLION
NATIVE GRASSES & CRITTERS CHOMPED EACH DAY	...COUNTLESS!



Cartoon courtesy of our young friend, Jacob!

Bird of the Month



Sensational Serena is serving fierce looks as she prowls the pasture!

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!

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