
Vital Times®

NATIONAL EDITION

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Your Favorite Tiny Newspaper, Explained

An Inside Look at the Vital Times

Have you ever wondered how the Vital Times, arguably the highest circulation tiny chicken newspaper in the world, makes it into your carton of eggs? Let's rewind and take it from the top. Vital Farms was founded in 2007 with a single farm. Just three years later, in 2010, the very first issue was published in black and white ink and packed gently into handfuls of pasture-raised egg cartons. And thus, the Vital Times was born.

Fast-forward 14 years, and here we are today – working with 350+ family farms and printing 9 million full-color issues per month! Each issue of the Vital Times begins with a blank canvas, but it doesn't stay that way for long! Our outstanding farmers, their girls, and our crew give us plenty of noteworthy

stories to share. And like any newspaper, we have an editor-in-chief who is, in fact, the original founder of Vital Farms (Hi, Matt!).

Once an issue is published, it travels to Egg Central Station, where we pack our eggs. There, our tiny chicken newspaper is slipped into your carton and tucked away until you crack it open and tucked away until you crack it open and tucked away until you crack it open for your morning read. Once you're done enjoying the issue – don't throw it out! These little guys are fully compostable.



Printed on biodegradable paper stock with vegetable-based inks

Spot the Difference

Can you spot all seven differences between these two scrumptious pizza photos?



Check your answers at:
vitalfarms.com/vital-times-online



Cartoon courtesy of our contest winner, Manaswini!

Bird of the Month



Remarkable Raya adventures through the tall grasses, letting her curiosity lead the way.

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