VITAL FARMS
VFF PROGRAM DETAILS

Howdy!

Our VFF (Vital Farms Friends) program is all about giving you exclusive access to Vital Farms, with the hopes of inspiring you to create thoughtful content in return. We want to show you the inner workings of who we are and what we do, get your feedback, invite you to events, bring you to our farms, connect you with other like-minded creators, and give you some really awesome gifts inspired by the big events happening in our world. Oh, and also give you free eggs and butter.

We do want to be upfront, though. We will not be paying VFFs to create posts. Instead, we hope to fuel your creativity, inspiring you to make thoughtful, consciously-minded content for your fans using our products. You are the content experts, after all, and we cannot wait to see what you create!

So, what do we want you to talk about? You'll have access to new products, the opportunity to hear from our employees and farmers, and learn about upcoming brand initiatives. We mostly just want you to keep sharing the awesome content you already create with your community!

How often will you need to talk about us? Being a member of this program requires that you opt into at least one campaign quarterly. But don't let the word "require" scare you. As a member of this small but growing community, it is important to us that we hear everyone's voices. If you don't like the posting requirements or don't feel like the current campaigns are resonating, share your feedback, and let's fix it together! We are here to make this program great and can't do it without you!

If you are interested in joining us, please fill out the application where we will collect some additional information about you. We will read every application and be in touch via email by December if you are a great fit for our upcoming annual cohort.

Phew We just shared a lot of information with you. If you have any questions, comments, or concerns, please don't hesitate to send us a DM on Instagram.

We're so egg-cited to work with you!