
Vital Times®

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Every Girl Needs Her Beauty Rest

Tucking the Girls In for a Good Night's Sleep

Ask our girls what their favorite daytime activity is, and they'll tell you it's roaming outside in open pastures year-round. Ask them to expand, and they'll say it's foraging for local grasses and bugs, romping through the forest, hangin' with their feathered gal pals – the list goes on.

Ask our girls what their favorite nighttime activity is, and they'll tell you it's getting a good night's rest for another day of roaming outside! Ask them to expand, and they'll say it's roosting in a peaceful nook of their barn to catch some z's after a long day in the fresh air and sunshine.

Vital Farms hens are equipped with an impressive internal clock that tells

them when it's time to play, and time to sleep. It's second nature for the girls to shuffle back into the barn every night at sunset, while our farmers walk the pasture to ensure each and every laying lady is tucked into their roost for the evening. As the light dims, clucks and coos slowly fall silent with sleep, replaced with the gentle sound of crickets tapping their wings.

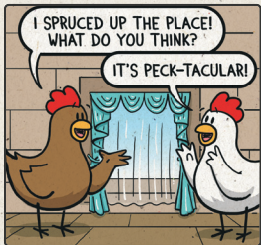


"Goodnight girls, see you in the morning."
–Our farmer, Allen at Sunny Side Up Farm

Breakfast Conversation Starters

There's no better time than breakfast to settle into the day and connect with your loved ones. We invite you to embrace a slow lifestyle, like our girls, with these fun prompts to forage fresh conversations around the kitchen table.

1. What are you looking forward to today?
2. What's your favorite egg dish?
3. Runny or done-y?
4. Would you rather be a hen or a cow?
5. What would your Bird of the Month name be?
6. Tell your best egg or chicken joke.
7. Do you prefer summer or winter?



Bird of the Month



Peppy Patsy welcomes the crisp air and golden foliage brought by the changing season in her 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!

   @VitalFarms