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# VITAL TIMES®

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## WELCOME TO THE EGG ROOM

Where the magic happens

Ever wonder how the eggs laid by our pasture-raised girls make their way into your carton? It all starts in a place we call *The Egg Room*.

Each of our small farms has one, equipped with all of the supplies needed to keep egg collecting simple and steady.

Our girls lay their eggs in the early mornings before heading outside to the pastures. Conveyor belts transport those eggs from the barn to the egg room. There, our farmers inspect the eggs and pack them into trays. For some farms, this is a high-tech setup with automation. For others, it's a more traditional process, with each egg packed carefully by hand.

No matter the system, one thing remains true for most farms: the egg room is usually a family affair. Parents, children, nieces, nephews, you name it — everyone pitches in, turning a daily routine into something meaningful.

Once collected, the eggs journey to Egg Central Station, where our crew washes and packs them into... (you guessed it!)... that very carton you're holding right now.

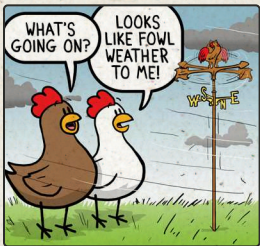


## PASTURE PREMIERES

### AN HONEST REVIEW ON A FARM FAVORITE, COPPER FEATHER

Few films have moved me as much as "Copper Feather." Emerging from new studio, Vital Farms, this indie flick takes you on a journey through the woods with a small flock of hens as they forage for nature's treats. The film's slow pace matches the refreshing score, impressively produced from the hens themselves. I wouldn't be surprised if we saw "Copper Feather" take the Eggscar for Best Picture in 2026. Two wings up.

Watch "Copper Feather" here:



## BIRD OF THE MONTH



Graceful Guinevere bobs her head softly while journeying through the wooded 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