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BORN TO FARM

Meet Matt, whose passion for farming runs in his blood

For Matt, farming has always felt less like a career and more like a way of life. Raised helping his father care for cows, he now runs Black Oak Farm alongside his wife, Sarah, and their six kids. “It gives us more family time together,” he shared. “We love it.”



Their pasture is shady and wooded — the kind of place where hens can scratch, forage, and roam at their own pace. Matt practices regenerative farming, caring for the land in a way that

helps restore it over time. It's slower work, and often harder work, but he believes it's worth it. “We don't take shortcuts,” he noted. “We do it right.”

Each morning, Matt opens the barn doors and watches the hens race into the pasture. It's a small moment that never loses its charm; one that makes the long days feel worthwhile.

Back inside, Sarah turns their weekly egg haul into her famous German “Dutch Puff” pancakes — an eggy breakfast puffed high in cast-iron skillet. It's a simple tradition that reminds Matt why he loves this life in the first place. “There's something about farming,” Matt mused. “I guess it's just in my blood.”

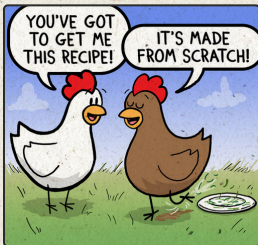
MATT AND SARAH'S DUTCH PUFF PANCAKES

Ingredients:

- 6 Vital Farms Eggs
- 4 tablespoons butter
- ½ cup flour
- ½ cup milk
- 1 teaspoon cinnamon
- ¼ teaspoon nutmeg
- ¼ teaspoon cardamom
- ½ teaspoon salt
- 1 teaspoon vanilla

Directions:

Preheat oven to 425°F. Melt the butter in a 9-inch cast iron skillet. Whisk all the remaining ingredients together and pour them over the melted butter. Bake for 20–25 minutes. Serve with maple syrup and fresh fruit.



BIRD OF THE MONTH



Majestic Maria watches the bugs dance around the pasture in the golden hour sun.

OUR MISSION is to bring ethically produced food to the table. Our network of small farms operates with a clear set of agricultural practices, which at its heart accentuates the humane treatment of farm animals. 🌱🌿🍃🌾🌻

Do you love cooking with our pasture-raised eggs? Show off your Vital Farms® creation on social and tag us!

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