



Ethical Eggs. No bull. *Let's cut through all the clucking!*

We hear there's a 'cage-free' movement happening. For everybody but the hens that is, 'cause there's only so much moving a girl can do in one square foot, stuck inside a crowded warehouse, living her life by the light of industrial-grade bulbs.

Truth is, while cage-free sounds good, if you really want to see the girls on grass, the pasture is the only place to be. But you already knew that! Yet more than 90% of folks we surveyed didn't know the difference between cage-free and pasture-raised, so we've made it our mission to cut the, well, confusing food labels. Because buying ethical eggs is actually as easy as 1, 2, 3.

1. Choose Vital Farms pasture-raised because our girls enjoy 108sqft of year-

round roaming room in fields that naturally rejuvenate.

2. Look out for the Certified Humane® seal for third-party confirmation that our farmers have met the exacting standards for raising healthy, happy hens.

3. Share with your friends, because everyone loves ethical and delicious eggs!

If that's one step too many, just look for Vital Farms!



Only pasture-raised hens enjoy at least 108sqft of open space to roam & forage

Terms You Can Trust!

We've seen the confusion in the egg aisle, so we choose the words we put on every Vital Farms carton very carefully. Each one means something to us, and is a real description of how we raise our lucky ladies. Like underneath the "pasture-raised" on the front of your box, where it says "*tended by hand on small family farms.*" That's absolutely true for every single Vital Farms hen.

To learn more about all the different phrases we place on our cartons, please visit VitalFarms.com/NoBull. And next time you see one of your fellow shoppers experiencing egg carton confusion, consider sharing your Vital Times. The girls will thank you for it!

Squawk to Us!

Love our eggs? Let us know! Share your *#Eggstatic* stories & photos with @VitalFarms on Instagram and Twitter! And visit www.vitalfarms.com for the latest news & updates.



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.

Bird of the Month



Beautiful Becky with the good feathers strikes an iconic pose!