



Ten Years of Happy Hens *Celebrating Our Hen-iversary!*

Ten years ago, we were just two people, a handful of rescued hens, a small lot in Austin, Texas, & a simple idea - to give our girls the highest quality of life we could. What we learned is what has guided us ever since: take care of the girls, and everything else good would follow - conscious land use, a good living for farmers, and, ultimately, amazing eggs.

But back then most people doubted that our ethical values could hatch a sustainable business. After all, egg cartons already claimed to be cage-free, free-range, all natural - wasn't that enough? Did anyone really care about the hens? We did. And you did too.

So we worked hard, looking to backyard flocks & ethical farming to help create a

meaningful definition of pasture raising. Along with Certified Humane, we wrote the rules. Ten years on, the Certified Humane seal means that farmers meet our exacting standards: at least 108ft² of fresh, rotated pasture for every hen, plus sunshine and shade, cover and shelter.

Every hen, every farmer, every egg, every Vital Farms friend - for ten years, every one is a wish come true. Thank you!



*Sometimes the grass is greener on the side
you're on - at least for our girls!*

No Nonsense Farming!

Did you know that 92% of your fellow Americans are buying the wrong eggs! Because of all the confusing terms on egg cartons, research shows that the majority of ethically-minded consumers mistakenly believe that 'cage-free' means hens live happily on open fields.

But we all know that's not the case: 'cage-free' means just that: the birds are not in cages. But they still live their entire lives stuck in a warehouse with about 1ft² of space each, never going outside, eating a monotonous diet of commercial feed.

Thankfully, our lucky ladies get to have their cake and eat it, with at least 108ft² of open pasture - each. Plenty of room to roam, forage, play and just do chicken things! That sounds like a reason to celebrate!

***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 includes the humane treatment of farm animals as a central tenet.*

Bird of the Month



Enchanting Evie basks in the rays of a golden sunset

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.

