



It's a Family Affair

Family Farmers Raise Our Girls With Loving Care

Who are the good eggs behind our healthy, happy hens? They're first, second, third, even fifth generation farmers across the country. They're grandpas and grandmas, moms and dads, kids and cousins committed to a single, simple idea – the best way to produce the tastiest, most nutritious eggs imaginable is to raise our girls outside on fresh pastures.

When you visit the sun-soaked fields of a Vital Farmer, you're walking on fresh grass that's untouched by herbicides, pesticides and other chemicals. That gives our girls unlimited natural goodies and the farm kids a safe place to pitch in.

From the beginning, Vital Farms' mission has focused on family farms. And as more

and more consumers look for ethical eggs, we're able to help more and more farming families earn a good living – working together in the rural communities that have been home for generations.

Turns out the ol' fashioned approach – fresh sunshine, breezy barns and plenty of pasture – isn't just good for the girls. It's great for America's family farmers as well.



Our girls are cared for by family farmers like Morgan & Daniel Webb

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Eager Weavers!

Jason Weaver grew up on a dairy farm and raised backyard broods – he knows farming – but nothing he'd experienced had prepared him for pasture-raising's biggest surprise: the distinct personalities of each happy, healthy hen.

There's the bouncer who jumps on his legs when he's down clipping fences. The cuddler who waits for his son by the barn. The early risers who rush the doors to get out into the sunshine, and the satisfied souls who practically purr as they settle in for the night. With views of the Missouri Ozarks and the whole family pitching in, the Weavers have found themselves a rewarding life, in more ways than one.

All farm animals should be treated with care, respect & loving kindness. By buying our eggs, you're helping make the world a better place. Thank you from all of us at Vital Farms!



Egg-spress Yourself!

We Love Hearing from You!

I just finished my first dozen eggs from your farm and I am glad your girls are so happy but I am even happier to finally find eggs that taste like eggs should. Thank you!

- Elaine R., Fresno, CA

Bird of the Month



Wistful Wendy is just one of Jason Weaver's Wonderful Girls