



## Mission: Hen Possible!

### *Raising the Standards For Sustainable Farming*

It's a question as old as time, but at Vital Farms we know the real answer: the chicken always comes first! We started Vital Farms with just 20 hens, roaming on fresh, green pastures. We may not have been the first to raise our girls this way, but we were the first to believe that our little flock could be the start of something much bigger - an opportunity for a community of family farms to raise hens the right way. And we made that our mission.

That means every one of our girls has a minimum of 108 sqft outdoors set aside to roam upon. Year-round, dawn 'til dusk, they are free to forage on open pastures that are never treated with chemicals of any kind. A natural buffet for our lucky ladies.

Today every single one of our eggs comes from family farms that follow the Certified Humane® standards for pasture-raising, because we believe that what's best for our girls is also better for us!

None of this would be possible without people like you who decide, carton by carton, that sentient creatures deserve to be treated with respect. So on behalf of both our flocks and our family farmers, we thank you for being a good egg!



*Our pasture-raised girls are free to roam and forage outdoors all day long!*

## Counting Chickens...

Science is just discovering what many farmers already know - chickens are much smarter than you'd imagine! Baby chicks can show basic addition & subtraction skills by five days old, and adult hens are capable of a thing called transitive inference, which is a deductive milestone even for 7-year-old human kids!

Chickens think, plan ahead, apply logic, draw inferences & delay gratification. They can communicate a range of distinct meanings with about two dozen different vocalizations, and they even understand us too; some hens will come when called by name! So next time you're at the farm, be careful who you call 'bird brain'!

*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



*Vivacious Violet just loves to flaunt her fine feathers from dawn 'til dusk!*

## The Year of the Hen!

For the latest news from our farms, special offers, tastiest recipes & egg-citing updates, please visit [VitalFarms.com](http://VitalFarms.com) to sign up for our newsletter!

