



## What a difference a dozen makes *Twelve years and counting!*

Since Vital Farms first began, some things haven't changed at all - our girls still roam lush, grassy fields. Our friends still send photos of scrambles and omelets (we love every one!), and each carton still protects the sun-up to sun-down labor of love that is daily life on a family farm.

But oh, what a difference 12 years makes! In 2007, people thought our philosophy of putting the girls first, always first, was a little woo-woo and a lot unsustainable. But we always believed feeding people ethically is not only possible, it's vital. And year-by-year, you help us prove it.

Today you have helped us grow from one farm to 140. From two crew members to 128, in addition to all our family farmers. And from ethical eggs to butter and now ghee.

And you've grown too! Together, more than 1 million families are helping prove to the world we can do better. We can eat better. And, oh goodness, it's delicious.



*Our ladies each get at least 108ft<sup>2</sup> of  
sunny sweet pasture year round!*

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## Better Butter. Greater Ghee.



If you've never tried pasture-raised ghee butter (and unless you've made your own, you probably haven't), have we got a treat for you!

We start with contented cows free to roam fresh, green fields. We make pasture-raised butter from their rich, delicious milk. We cook that butter down to remove water and milk solids, and then jar the resulting rich and nutty, lactose- and casein-free goodness for your toast, morning coffee and dinner-changing sautéed veggies.

Whether you taste Vital Farms' Original Ghee or Ghee with Himalayan Pink Salt, we can sum up the whole experience in six words: Contented Cows. Better Butter. Greater Ghee.

  @VitalFarms

## Bird of the Month



*Jazzy June loves shaking her tail feathers like no one is watching!*

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**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.

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