



# THE PASTURE POST

October 2020

At Vital Farms, our mission is to bring ethical food to the table. Our valued and trusted stakeholders are the core of our business.

Dear Stakeholders,

It's been a historic year for Vital Farms, our country, and our world. Our hearts are with the millions of people who have been affected by COVID-19 and we are deeply grateful to the essential workers and everyday heroes who have uplifted so many during this challenging time. We would also like to thank you, our valued stakeholders, who have remained dedicated to serving others:

- **Our crewmembers** who have led with passion, agility, and a values-driven mindset through the significant demand we experienced as a result increased at home consumption due to COVID-19
- **Our growers** who demonstrate that small family farms are critical to a sustainable food system which we believe is more important now than ever before
- **Our retail customers, foodservice partners, and vendors** who work on the frontline to ensure people across the country have access to the food they need
- **Our community** that includes the non-profit organizations helping those who are food insecure
- **Our stockholders** who support and believe in the importance of ethically produced food and
- **Our consumers** who have stood by us, sharing uplifting stories of the joy and gratitude they feel when cooking with Vital Farms

Our stakeholders are the core of Vital Farms and we are committed to consistent, honest communication with you. I am pleased, therefore, to introduce *The Pasture Post*, a review of company and brand highlights to ensure that you always feel informed and connected to our mission. We plan to send this newsletter every few months.

Finally, on behalf of our entire crew, we thank you for your role in enabling us to become a public company, a milestone we achieved in August 2020. We believe our next chapter as a public company is a positive step for us to continue managing in the best interest of our stakeholders and raising the standards of the food system.

We've included much more below. I hope you enjoy our first newsletter and look forward to staying in touch in the months and years to come.



Russell Diez-Canseco  
President and CEO, Vital Farms

## Highlights

★ In August, we launched **Egg Bites**, a new line of single-serve, refrigerated bites made with Vital Farms pasture-raised liquid whole eggs, pasture-raised cheese, humanely raised meats, and vegetables. From pasture to plate in just 45 seconds, Egg Bites are our newest ready-to-eat innovation that include the ethically sourced ingredients we believe consumers love and expect from Vital Farms, with an emphasis on convenience. They are the "I don't have time to cook eggs" eggs!



★ We continue to be the **#1 pasture-raised egg brand** and the **#2 egg brand in the U.S.** by retail dollar sales. Our products are sold in more than **14,000 retail stores** nationwide and more than 3M households are cooking with Vital Farms. We've heard from many consumers who tried our eggs and butter for the first time when sheltering in place during COVID-19 that they plan to only buy our products in the future.

★ As our company grows, we remain committed to fostering a strong connection between consumers and our brand. Our farm videos received **more than 150,000 views** between January and June through our **Traceability program**, which we believe demonstrates that consumers want to feel connected to the small family farms their eggs come from. And our recent **Vital Farms carton inserts**—that enabled consumers to thank farmers and ECS crewmembers directly—has already received **over 3,000 letters of gratitude!**

★ At the onset of COVID-19, our Operations team at Egg Central Station scaled our facility, and the crew has **achieved new records for production, attendance, and quality metrics**, all while new protocols have been implemented to ensure their safety.

★ We added new talent to our crew, **building competencies in Dairy Operations and Communications**, and strengthening existing functions including: **Finance, Accounting, Supply Chain, Marketing, Operations, and Poultry Health.**

★ As our country navigates a pandemic and a nationwide reckoning with race, we are doing as much as we can to support vulnerable and marginalized communities in need.

- We have donated over seven million eggs to food banks including **Central Texas Food Bank** and **Ozarks Food Harvest** to help provide hunger relief to those who are food insecure at a time when so many need fresh food.
- In June, we announced a **commitment to addressing systemic racism**. This work will be ongoing and rooted in a commitment to listen, learn, and educate ourselves. As we took time to reflect on how we can have a meaningful impact, we made several commitments including taking an honest assessment of diversity across our crew and supporting organizations that directly impact Black communities and communities of color. To date in 2020 we have:
  - Teamed with **Feeding America** to donate \$1 million (4.4 million) eggs to 17 food banks that primarily serve Black populations and people of color. This includes food banks in Atlanta, Houston, New Orleans, Memphis, and Birmingham.
  - Donated \$100,000 to the **NAACP Legal Defense and Educational Fund**, supporting its mission to expand democracy, eliminate disparities, and achieve racial justice in a society that fulfills the promise of equality for all Americans.
  - Donated \$100,000 to **Boys & Girls Club of America (BGCA)** across three chapters in Austin, TX, Springfield, MO and St. Louis, MO, communities that are close to our hearts. These donations will support BGCA's youth programming including gardens in Austin and the culinary center at the Teen Center of Excellence in Ferguson, MO.
  - Partnered with the **National Diversity Council**, a national non-profit, to begin understanding how we can build a more diverse and inclusive crew, and work with their experts to build thoughtful plans against these learnings.

## FROM THE VITAL FARMS COMMUNITY



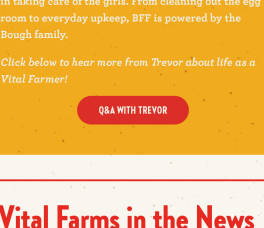
**@vitalfarms** I just visited the 360 cam at the farm my eggs came from and then made my way over here to Instagram - everyone needs to see their farm cams! So relaxing in these crazy times ❤️  
5d Reply

**@vitalfarms** It's all I buy! We love them but we love that you love those girls even more!! 🥰  
1w 2 likes Reply

**@vitalfarms** And this is why your eggs are amazing. The difference blows me away. I'm so glad I can make a conscious choice to buy from a company who treats its animals as they should be treated.  
2w 8 likes Reply

**@vitalfarms** Your eggs are the only eggs I buy now. They are the best tasting eggs ever! I'm addicted! ❤️  
3w Reply

**@vitalfarms** I love your eggs, and above all, your ethical commitment to giving hens a wonderful life. (And "Vital Times" is absolutely terrific!!! Big fan.) :)  
7w Reply



## Stakeholder SPOTLIGHT

Meet Trevor, Vital Farms Farmer from Bough Family Farms!

Armed with a mechanical engineering degree, Trevor never saw himself pursuing agriculture, a common trade in his hometown. After spending some time exploring the food industry and learning more about food systems, Trevor and his wife began to consider ways they could help make farming better. Seven years later, Trevor and his family own their own farm and have been farming with Vital Farms for over a year. The whole family — Trevor, his wife, their parents, and two kids — all play a role in taking care of the girls. From cleaning out the egg room to everyday upkeep, BFF is powered by the Bough family.

Click below to hear more from Trevor about life as a Vital Farmer!

Q&A WITH TREVOR

## Vital Farms in the News

APRIL – AUGUST 2020

August 12, 2020

**FOOD DIVE**

**Vital Farms launches its first finished consumer product**

*The microwavable protein-packed Egg Bites are designed to bring convenience to the consumer who places a premium on ethical animal...*

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Aug 1, 2020

**Forbes**

**Vital Farms' Blockbuster IPO Proves Wall Street Has An Appetite For Sustainable Farming**

*The company's success proves that more ethical standards, like paying farmers and plant workers at a...*

READ MORE

June 23, 2020

**foodtank**  
THE THINK TANK FOR FOOD

**Food Talk Live: Russell Diez-Canseco**

*Russell believes it is possible to produce ethical food at scale, and year-by-year his efforts help prove it. Under his leadership, Vital Farms has expanded their product line to include butter and ghee, and launched...*

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May 16, 2020

**Forbes**

**11 Healthy Breakfast Staples That Are Missing From Your Pantry**

*Pasture-raised eggs, like Vital Farms, guarantee the highest animal welfare practices in the egg industry, along with a commitment to...*

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May 5, 2020

**Statesman**

**Coronavirus in Austin: How Vital Farms is doing business and giving back**

*"Vital Farms' business model puts focus on our each of our stakeholders, which includes the communities in which we operate," Diez-Canseco...*

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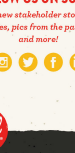
April 3, 2020

**yahoo! finance**

**How the coronavirus is impacting egg, dairy demand in America**

*"I would want to emphasize upfront we have seen no supply chain disruptions," Diez-Canseco said. "No supply chain issues in terms of..."*

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