



# THE PASTURE POST

January 2021

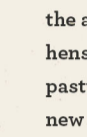
At Vital Farms, our mission is to bring ethical food to the table. Our valued and trusted stakeholders are the core of our business.

Dear Stakeholders,

As we begin this new year, we are pleased to share the second installment of *The Pasture Post*, a newsletter to keep our **stakeholders** (farmers and suppliers, crewmembers, communities and the environment, customers and consumers, and stockholders) consistently informed about and connected to our mission to bring ethical food to the table. We'll share this newsletter with you every few months and keep copies archived on our website [here](#).

Now that we have closed the chapter on 2020, I want to acknowledge the many events from last year that continue to weigh heavily on our hearts and minds. While the silver linings may be few and far between, I am grateful that our commitment to Conscious Capitalism enabled us to support and serve our stakeholders throughout an extraordinarily difficult year. Regardless of what comes our way this year and beyond, I assure you that we'll always care for our stakeholders just as we have since the day Vital Farms was founded.

We have much more to share below, including some recent news on our latest brand campaign and a 2020 Stakeholder Summary. We hope you enjoy the latest issue of *The Pasture Post*, and, on behalf of the entire crew at Vital Farms, we wish you all a happy and healthy year ahead.



Russell Diez-Canseco  
President and CEO, Vital Farms

## Highlights

- ★ Today we published a *2020 Stakeholder Summary*, a review of our ongoing efforts to improve the lives of people, animals, and the planet through food. Read our *Stakeholder Summary* [here](#).
- ★ We just launched our new brand campaign titled "Where Honest Food is Raised." The campaign features a crewmember from our Grower Support team and storytellers, including a local news reporter, auctioneer, and librarian, who highlight the attributes that define all our products: humanely treated hens and cows who have the freedom to roam outdoors on pasture year-round, raised by family farmers. You can find our new campaign on a variety of digital, social, and streaming TV platforms or view the spots on YouTube [here](#).
- ★ In addition to maintaining our position as the #1 pasture-raised egg brand in the U.S. and the #2 egg brand in the U.S. by retail dollar sales, between 2020 and 2021 we increased our retail footprint to over 16,000 stores. Within specific retailers, we're pleased to be the #1 egg brand at Whole Foods Market and Sprouts and #2 egg brand at Kroger and Target.
- ★ We added new talent to our leadership team and board, as [Bo Meissner](#) transitioned to the Chief Financial Officer role, [Peter Pappas](#) became our Chief Sales Officer, and [Kofi Amoo-Gottfried](#) joined our Board of Directors.
- ★ In December, we received a "[Best in Business](#)" award from [Inc. Magazine](#), which recognizes inspiring and innovative companies that are making a positive impact. In January, we were recognized by Real Leaders on its [2021 "Top Impact Companies"](#) list, a global ranking of companies whose products or services address social or environmental challenges. Vital Farms ranked #10 among the 150 companies included in the list, alongside many purpose-driven brands such as Patagonia, Tesla, and Beyond Meat. This month, we were also recognized by Built In Austin as one of the "[100 Best Midsize Companies to Work For](#)" on its annual "Best Place to Work" list.

## From the Vital Farms Community



## Stakeholder SPOTLIGHT

Our retail and foodservice customers represent an important stakeholder group. Meet Eric Silverstein, a Vital Farms Foodservice Customer from Peached Tortilla and Bar Peached in Austin, Texas. Born in Tokyo, Eric became immersed in Japanese food culture as a child. When his family moved to Atlanta, Georgia, he fell in love with southern cooking. Today, Eric combines his Asian roots and love of southern comfort food to create unique dishes for others to enjoy.

Q&A WITH ERIC

## Vital Farms in the News

OCTOBER 2020 – JANUARY 2021



### How a Kinder, More Sustainable Hen-Laying Ecosystem Became a Billion-Dollar Business

The inspiring story behind Vital Farms' mission to persuade consumers and farmers to choose more sustainable—and pricier—eggs.

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### Vital Farms CEO on Conscious Capitalism (Podcast)

Russell Diez-Canseco, CEO at Vital Farms, discusses running a sustainable and ethical business that is rooted in conscious capitalism.

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### Vital Farms and King Arthur Baking Company make the holidays sweeter

The holiday season and holiday baking are the perfect pair. For Vital Farms and King Arthur Baking Company...

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### Vital Farms IPO Shows Acceptance Of Stakeholder Versus Stockholder Values On The Market

From its start as an egg business with 20 hens on a small 27-acre plot of land in 2007 to its current-day network of...

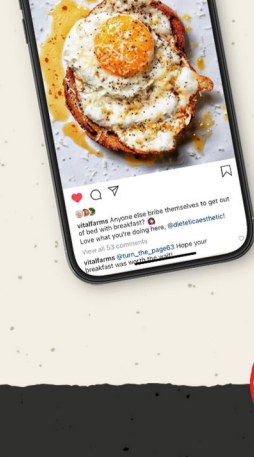
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### How Stakeholder Management Fuels Vital Farms' Growth

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