
Vital Times[®]

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Don't Cry Over Cracked Shells!

How Our Purpose Helps Us Repurpose

Before that carton of eggs you're holding makes it to your kitchen, it travels to a magical place called Egg Central Station, or as we call it, ECS. Located less than a day's drive from our 300+ family farms, ECS is where we collect, scrub and pack six million eggs each day!

As you know, eggs are precious cargo, and when we process millions at once, they sometimes break. But don't worry, we have a plan for these eggs! Our incredible egg separator removes broken shell fragments from their liquid counterparts to be repurposed into useful products like pet food and fertilizer.

In fact, broken eggs aren't our only repurposed materials. Over the past year, we achieved our goal of becoming

a Zero-Waste-To-Landfill facility, which means we've found innovative solutions for repurposing everything from hair nets (transforming them into park benches), to cartons and boxes (recycling to extend their lifecycle) and undersized eggs (transforming them into our beloved liquid eggs!). In giving our by-products a new life, we're able to put food on your table, all while respecting our biggest stakeholder, the environment.



Raising the Standards with Regenified™

At Vital Farms, we bring you organic eggs, pretty pastel True Blues, butter... but have you heard about our Restorative Eggs? Restorative Eggs are laid by hens who roam among tall fields of rotated cover crops like oat and millet. Our Restorative farmers follow rigorous regenerative practices to restore life to the soil.

In 2022, we set out to earn a Regenified™ verification for these farms and are happy to report that we've achieved our goal! This Regenified™ verification speaks to years of hard work and dedication by our farmers. Today, we celebrate. Tomorrow, we get to work, because this project is ongoing, and we've got more land to restore.



Bird of the Month



Ambitious Avery looks forward to a full day of exploring and foraging in her abundant pasture.

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.

Do you love cooking with our pasture-raised eggs? Show off your Vital Farms® creation on social and tag us!

   @VitalFarms

