



# 2025 IMPACT REPORT

APRIL 2025





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# Letter from our CEO

Impact, in the most literal, straightforward sense, has always been part of the Vital Farms story. We started on a single farm in Austin, Texas with the belief that chickens, as living creatures, deserved better than the caged, cramped existence that 95 percent of the laying hens lived in at the time. As we grew, instead of building bigger, factory-style farms, we recruited other farmers who believed in animal welfare. We expanded our impact on rural communities from Arkansas to Kentucky by partnering with farmers who wanted to provide a living for – and in a lot of cases with – their loved ones on the land they owned.

We raised the standard in food manufacturing by building our own world-class facility at Egg Central Station in Springfield, Missouri, with features like natural lighting and ergonomics that support our talented crew. We chose to go public in 2020 as a Certified B Corp and Delaware public benefit corporation to ensure future leaders here prioritized long-term value creation over the short-term wins.

What differentiates Vital Farms is that we don't just look at these as growth milestones – we see them as inflection points where we can have an even bigger positive impact across more stakeholders – from hens, to farmers, to communities and the environment, to the crew that work in this industry and our stockholders.

This focus on tangible impact and long-term value creation isn't motivated by altruism. In our experience, it's just the right way to run a business. We are a remarkably resilient company. Over the last several years, from the COVID-19 pandemic, to inflation, shifts in consumer and workplace norms and, most recently, Highly Pathogenic Avian

Influenza (HPAI), we are not just holding our ground – we are thriving. The investments that we made years ago and continue to make are paying off.

As we release our fourth annual Impact update, we're at another one of these inflection points. Our aspiration is that Vital Farms becomes the most trusted food company in America. Beyond the individual categories in which we operate, there is a need for companies – particularly in the food industry – to raise the standards for transparency, ethics, and quality.

We have an opportunity to prove a food company can positively impact every stakeholder over the long term. That is not the norm right now in this industry, but our continued success scaling this business while holding true to our purpose – improving the lives of people, animals, and the planet through food – gives us the confidence to set our sights even higher.

Thank you to every stakeholder for your contribution to this important work, and for everything we'll accomplish together moving forward.



A handwritten signature in black ink, appearing to read 'Russell Diez-Canseco'.

**Russell Diez-Canseco**  
President and CEO  
Vital Farms



# COMPANY OVERVIEW



# Introduction

This year's Impact Report highlights how we continue to work with all our stakeholders to create positive, sustainable outcomes. It also shares the progress we've made on the short- and medium-term goals we announced in previous Impact Reports and Impact Updates, which we refer to as our Impact Goals. Looking ahead, we'll continue to push boundaries to generate meaningful progress. Our most recent standards-based performance metrics and disclosures are found on [page 79](#).





## Our Purpose

Improve the lives of people, animals,  
and the planet through food

## Our Mission

Bring ethical food to the table

## Our Values

- 1 Be humble
- 2 Lead with a growth mindset
- 3 Act like an owner
- 4 Practice empathy
- 5 Compete to win



# How We Do Business

Our business is rooted in Conscious Capitalism, which prioritizes long-term sustainable outcomes for all our stakeholders to create a stronger, more resilient, and successful business. Our designation as a Delaware public benefit corporation and Certified B Corp adds a layer of accountability to our purpose-driven ethos as we work toward becoming America's most trusted food company. Learn more about this on [page 78](#).





**WHAT WE DO**



# Stakeholder Model

We prioritize the long-term resilience of our stakeholders, integrating their perspectives into our decision-making. We believe this unlocks enduring success for our business and our stakeholders, outperforming what could be achieved otherwise. Learn more about each of our stakeholders below:

## FARMERS & SUPPLIERS

Our farmers put animal welfare at the heart of their operations. We compensate them fairly and provide ongoing support.

## THE GIRLS

Our hens and cows supply ethically-produced eggs and butter. Our network of family farms gives them the lifestyle they deserve.

## CREW MEMBERS

Our crew is committed to our mission. We provide the opportunity for meaningful and impactful work in a supportive and empowering environment.

## CUSTOMERS & CONSUMERS

Our customers and consumers show the industry that ethics matter. We help our customers achieve their goals and we work to bring consumers joy through quality food.

## VENDORS

Our vendors fulfill our needs throughout all aspects of our business. We strive to be long-term, collaborative partners.

## COMMUNITY

Austin, Springfield, and Pasture Belt™ communities welcome us. We support working families and community initiatives.

## ENVIRONMENT

We're conscious stewards of the incredible gifts of nature, including animals, land, air, and water. Our egg farmers do not use pesticides or herbicides on their pastures, and we believe pasture rotation protects the health of the land.

## STOCKHOLDERS

Our investors believe in our model. We work to grow an enduring, profitable business.

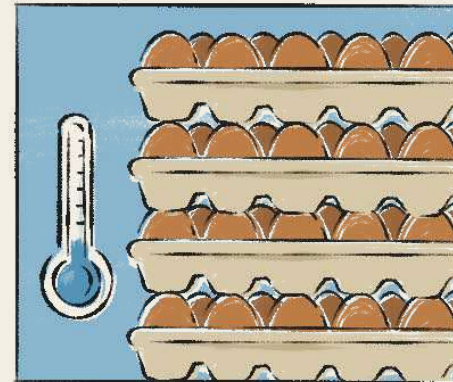




# Egg Supply Chain



**FARMS**  
*Supply eggs*



**COLD STORAGE**  
*Store eggs*



**EGG CENTRAL STATION**  
*Wash & pack eggs*



**DISTRIBUTORS**  
*Store eggs & distribute to retailers*



**RETAILERS & RESTAURANTS**  
*Sell to consumers*



**CONSUMERS**

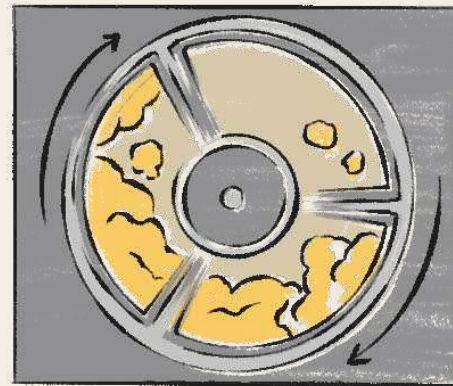


# Dairy Supply Chain



## FARMS

*Supply cream for butter*



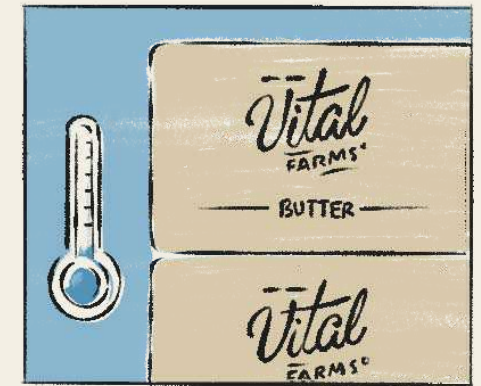
## PROCESSORS

*Make bulk butter*



## PACKERS

*Cut & pack butter into finished product*



## COLD STORAGE

*Store butter*



## DISTRIBUTORS

*Distribute to retailers*



## RETAILERS

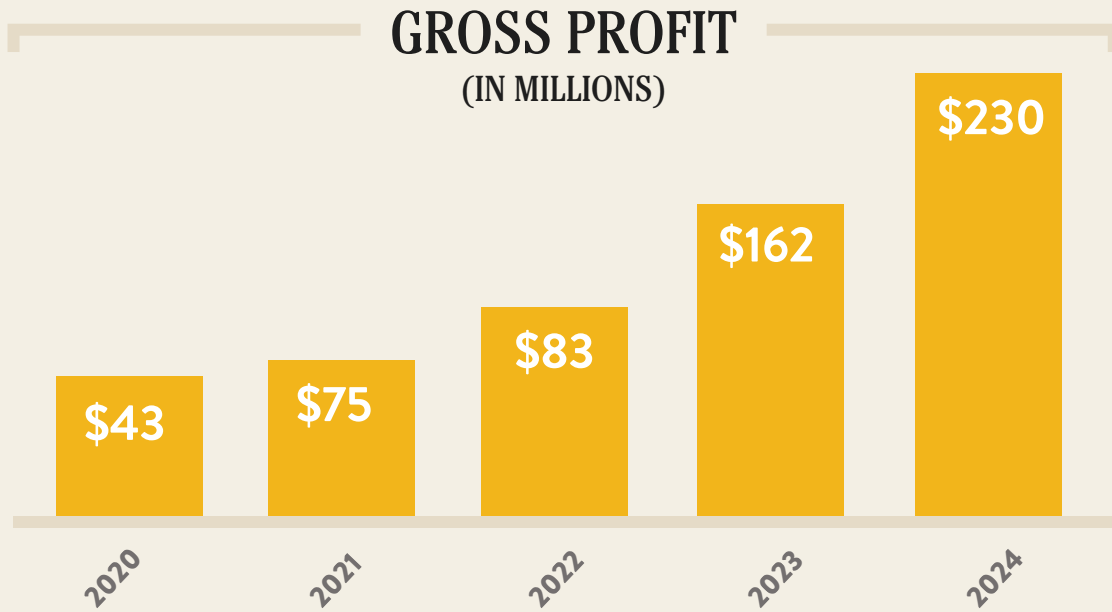
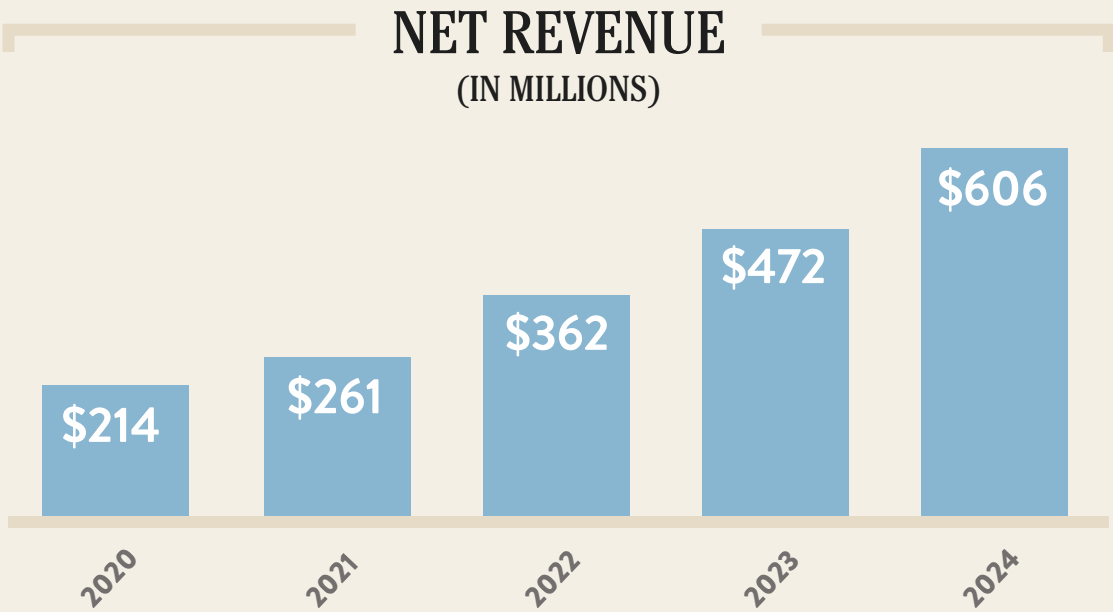
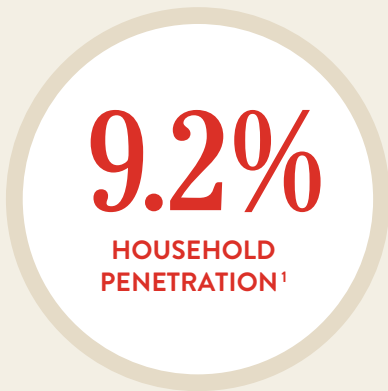
*Sell to consumers*



## CONSUMERS



# Financials & Marketing Metrics



<sup>1</sup>Numerator panel data based on the 52-week period ending 12/31/24  
<sup>2</sup>SPINS data based on retail dollar sales for the 52-week period ending 12/31/24





# AWARDS & RECOGNITION



# Awards & Recognition

COMPANY OVERVIEW



LEED® Gold Certification,  
US Green Building Council 2024



Yard Ethic Gold Certification, City of  
Springfield Environmental Services 2024



Excellence in SQF Practitioner Leadership  
Award, Safe Quality Food Institute 2024



EY Entrepreneur Of The Year®,  
Gulf South Award 2024



Top Impact CEO Ranking, MO100 2024



Brands that Matter, Fast Company 2024



Excellent Rating, Annual SQF Audit 2024



Top 10 Safety Programs, Missouri  
Association of Manufacturers 2024  
Safety Awards



Great Place to Work 2024







# OUR IMPACT STRATEGY



# Our Impact Strategy

Our Impact Strategy focuses on the following key areas where we're committed to making an impact – within our organization, among our stakeholders, and in the communities where we operate.

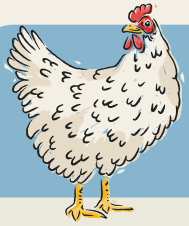
- ✓ **Building a resilient food system:** Bringing ethical food to the table in a way that benefits the environment and the animals throughout our supply chain
- ✓ **Fostering a people-first culture:** Building trust with our crew, farmers, shareholders, communities, vendors, customers, and consumers
- ✓ **Driving engaged and accountable oversight:** Establishing and upholding practices that underscore our dedication to ethics and transparency





# Our Impact Goals

OUR IMPACT STRATEGY



## Building a Resilient Food System

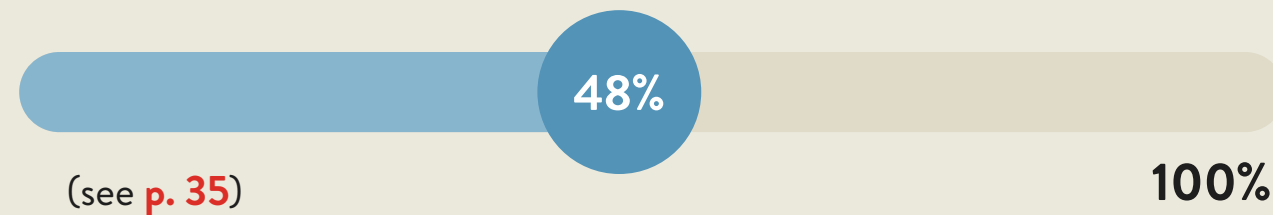
### Climate Change & Farmer Well-being:

Mitigate climate risk in our supply chain and our farmers' productivity

#### GOAL:

Engage 100% of farmers on regenerative agriculture practices by the end of 2026

#### PROGRESS:



### Climate Change:

Mitigate climate risk in our operations

#### GOAL:

Reduce operational greenhouse gas intensity by 25% by the end of 2027

#### PROGRESS:





# Our Impact Goals

OUR IMPACT STRATEGY



## Fostering a People-First Culture

### Crew Impact:

Continue to build a more inclusive workplace for our crew

#### GOAL:

Increase favorability in our annual Inclusion Survey by 5% points by the end of 2023

#### PROGRESS:

**ACHIEVED**

**+7%  
PTS**

(see **p. 51**)

**5%**



## Driving Engaged & Accountable Oversight

### Ethical Leadership & Governance:

Ensure we maintain a high standard of ethics as we grow

#### GOAL:

Implement a formal company-wide ethics training program and ensure completion by >95% of all crew members by the end of 2025

#### GOAL:

Maintain >80% agreement that Vital Farms operates ethically and promotes an ethical culture in our crew engagement survey by 2026

(see **p. 74**)



# Materiality Matrix

Every three years, we conduct an assessment to identify the key Impact-related topics that matter most to our stakeholders and the success of our business. The results of this assessment help us decide where to focus our Impact strategic planning efforts using a holistic approach as an extension of our stakeholder model.

In 2024, we engaged researchers at the University of Texas (see [page 66](#) to read more about this partnership) to help us reassess our existing Materiality Matrix to reflect our company's significant growth, emerging issues, and current stakeholder priorities.

**To evaluate each topic, we took a double materiality approach in which we assessed:**

- 1** How each topic presents risks or opportunities to our business
- 2** How Vital Farms' activities could impact our stakeholders for the given topic



# Materiality Matrix

The topics shown on the updated Materiality Matrix have been identified in collaboration with our internal and external stakeholders as part of a rigorous, four-stage process:

- 1 **Identification of Impact topics:** Used a combination of our previous Materiality Matrix, industry benchmarking, and emerging issues to determine the updated set of topics for our 2024 assessment
- 2 **Stakeholder assessment:** Engaged members of various stakeholder groups, including crew members, Board members, farmers, consumers, suppliers, and customers, to gather feedback on to gather feedback on top priorities using surveys and scorecards
- 3 **Prioritization of topics:** Ranked the topics based on their importance to stakeholders and the business, as evidenced by the results of our stakeholder assessment
- 4 **Validation:** Reviewed the preliminary mapping and hierarchy of topics with key stakeholders to ensure they were consistent with our business needs





# Approach

## OUR IMPACT STRATEGY

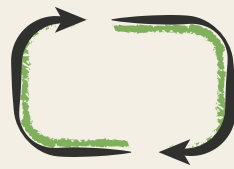
With our updated Materiality Matrix in hand, we're focusing on the key issues that matter most to our stakeholders, operations, and financial health. We're confident that the solutions we're driving will not only strengthen our business but also support our stakeholders by reducing risks and creating new opportunities for growth.

We strive to demonstrate clear, tangible progress on the issues that matter most to both our stakeholders and the business.

Our Impact Goals lay a clear path forward, balancing our commitment to long-term resilience with our determination for progress. While the Impact Goals outlined in this report focus on a three-year timeline, we continue to think ahead toward long-term opportunities, finding ways to raise the standards even further.



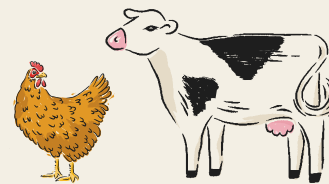
**Supply chain  
management**



**Impact integration and  
management**



**Climate change**



**Animal welfare**



**Farmer  
well-being**



**Product quality and  
safety**



**Ethical leadership  
and governance**

These topics do not exist independently and are often closely linked. Some topics may be crucial only to certain stakeholders or the business and are addressed strategically even if they do not appear in the top-tier issues.



# BUILDING A RESILIENT FOOD SYSTEM



# Building a Resilient Food System

We consider the planet to be one of our key stakeholders. Our commitment to the environment is reflected in the facilities we design, the farming practices we employ, and our dedication to animal welfare. Through these efforts, we're driving meaningful change, raising the standards in the food industry, and making our business more resilient.





# Climate Change & Our Business

Climate change poses a real risk to our stakeholders and business, from our operations and supply chain to our ability to bring ethical food to the table. That's why we're taking a proactive approach intended to reduce our impact and build a more resilient business.

As part of this effort, we refreshed our annual climate risk assessment to map new farm locations, our planned second egg washing and packing facility, and feed mills that supply our farms. This assessment quantifies weather and water-related risks under various warming scenarios. By consistently evaluating these risks, we can focus on the right areas, collaborate with stakeholders, and manage our climate impact.



ENVIRONMENT

**RAISE THE  
STANDARDS**





# Climate Goal Progress: Reducing Scope 1 & 2 Emissions Intensity

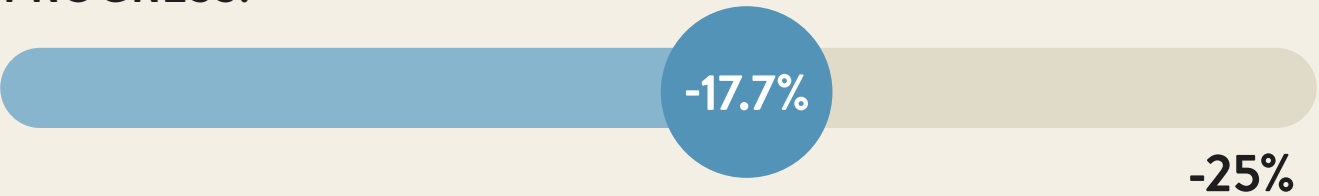
In 2023, we set a greenhouse gas (GHG) emissions reduction goal to reduce our operational (scope 1 & 2) emissions intensity by 25% by 2027 from a 2022 base year.

We have continuously assessed our energy efficiency and explored renewable energy strategies to achieve this goal. In 2024, we hit record egg production at Egg Central Station (ECS), our state-of-the-art egg washing and packing facility located in Springfield, Missouri, making it crucial to optimize operations to meet both demand and our climate Impact Goals.

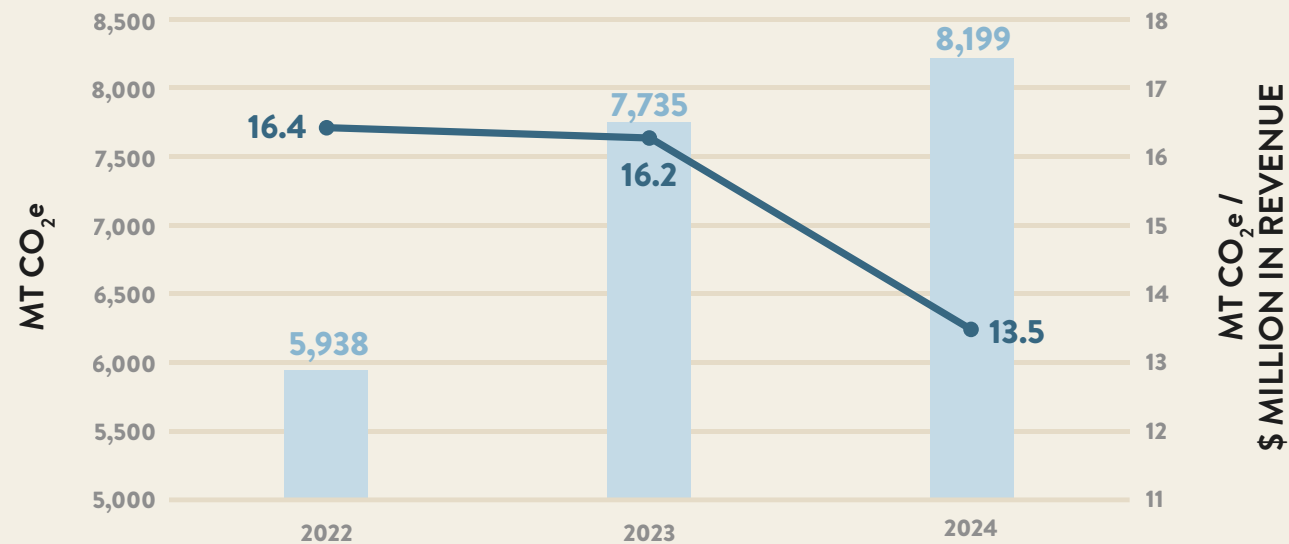
GOAL:

Reduce operational greenhouse gas intensity by 25% by the end of 2027

PROGRESS:

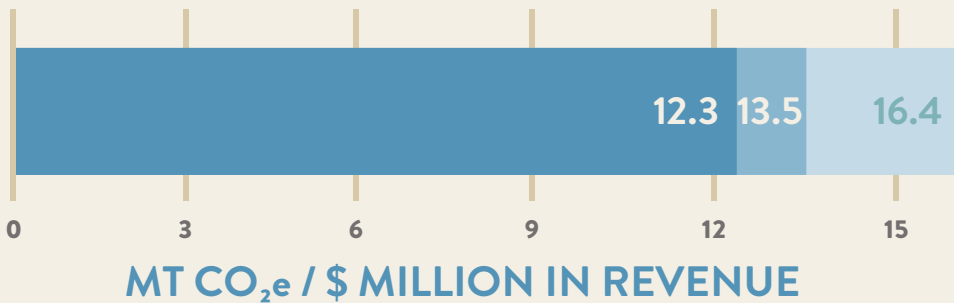


EMISSIONS INTENSITY OVER TIME



GHG INTENSITY

- 2022 Baseline
- 2024 Progress
- 2027 Goal

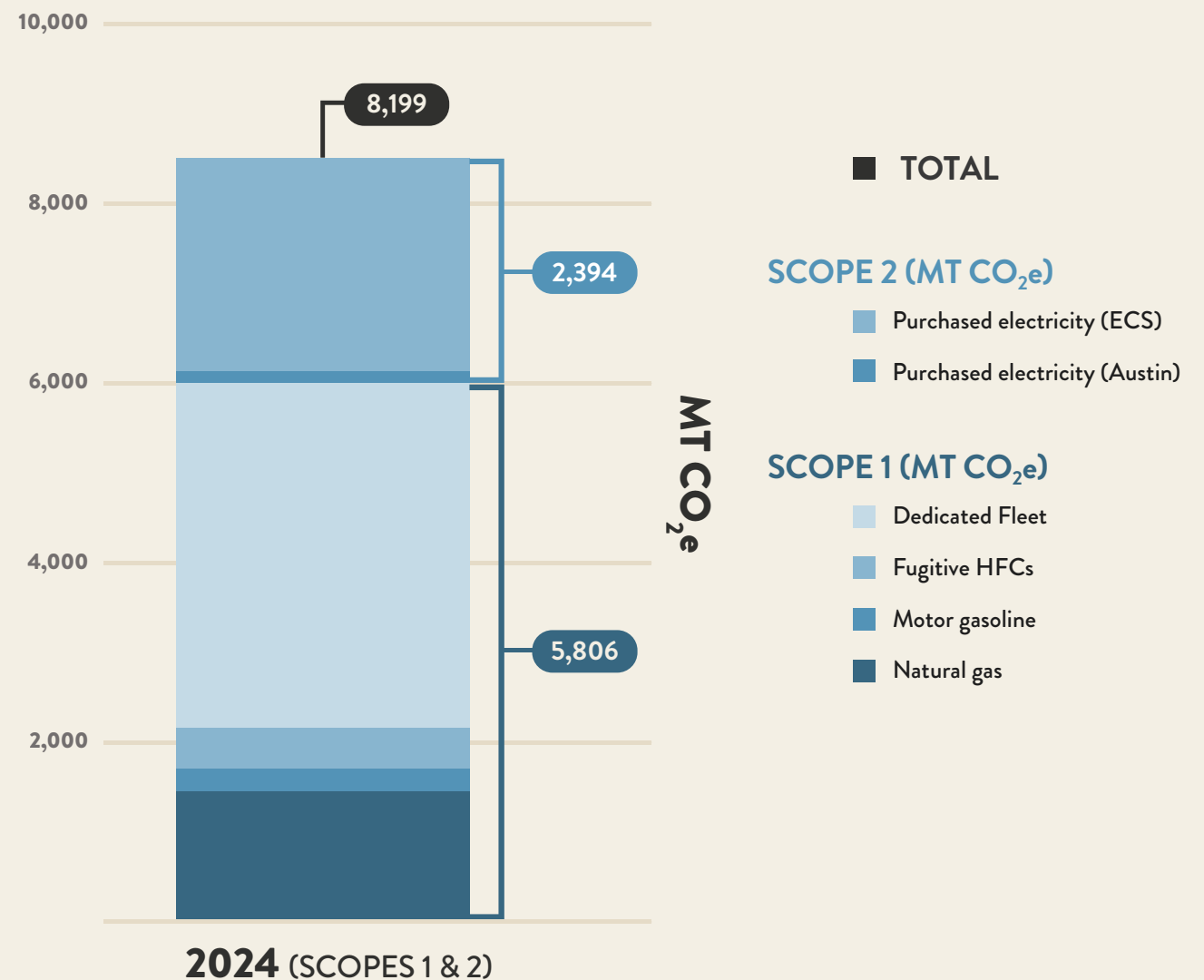




# Climate Goal Progress: Reducing Scope 1 & 2 Emissions Intensity

Part of this optimization was the installation of solar panels at ECS, which went online at the end of 2023. Renewable energy generated by these solar panels has helped us progress toward reducing our operational emissions. In 2024, we generated 329,280 kWh of electricity through our solar panels, a 94.5% increase from 2023.

As we continue to expand and add farms to our network, increased emissions from the growing transportation need presents a challenge. To minimize this effect, our Logistics team worked with our SmartWay-certified trucking partner to streamline transport operations as we bring new farms on board. We're already evaluating ways to improve efficiency when we begin transporting to our planned new facility in Seymour, Indiana.





# Climate Goal Progress: Scope 3 Emissions

Our largest opportunity for positive impact and climate mitigation lies in our supply chain — specifically farm operations and hen feed. To address those emissions and drive greater resiliency in our supply chain, we set a goal in 2022 to engage 100% of our farm network in regenerative agriculture practices. Read more about this goal on [p. 36](#).

We're continuously improving our Scope 3 emissions inventory to ensure it accurately represents the pasture-raised system in which our eggs are produced. In 2024, we partnered with **Perennial Climate**, a leader in remote sensing technology for soil carbon measurement, to establish farm-specific emissions factors.

Using satellite imagery and on-farm soil samples, Perennial incorporated the soil benefits of our farmers' practices — maintaining constant vegetation on their pastures and rotating their hens on pasture every 21 days — into a broader life-cycle assessment.

## SCOPE 3

# 644,274

ABSOLUTE EMISSIONS SCOPE 3  
(MTCO<sub>2</sub>E) IN 2024

## SCOPE 3 INTENSITY

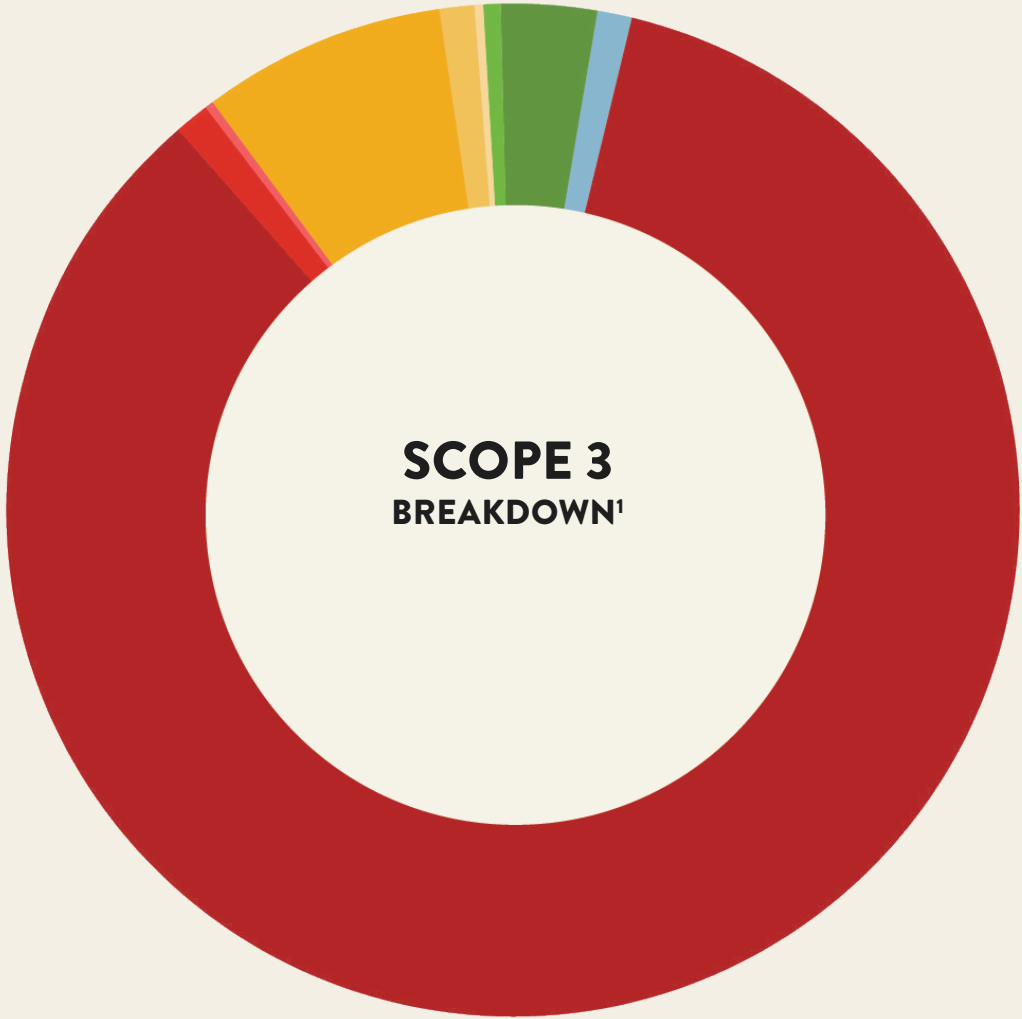
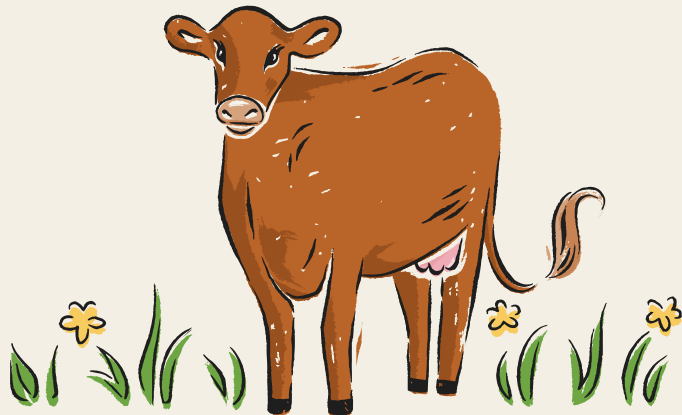
# 1,062.63

MTCO<sub>2</sub>E PER MILLION \$ IN REVENUE



# Climate Goal Progress: Scope 3 Emissions

Furthermore, as we work with farmers to reduce their on-farm emissions and implement regenerative agriculture practices, Perennial will help us understand the potential for carbon sequestration. By quantifying how much carbon can be captured from the atmosphere and stored in the soil on our farms, we can strategically minimize the long-term environmental impacts of our supply chain while building climate resilience for our farmers.



- 88%** Purchased Goods and Services – 566,757 mtCO<sub>2</sub>e
- .56%** Capital Goods – 3,626 mtCO<sub>2</sub>e
- .02%** Fuel and Energy-related Activities – 126 mtCO<sub>2</sub>e
- 7.8%** Upstream Transportation and Distribution – 50,522 mtCO<sub>2</sub>e
- .37%** Waste Generated in Operations – 2,392 mtCO<sub>2</sub>e
- .02%** Business Travel – 97 mtCO<sub>2</sub>e
- .02%** Downstream Transportation and Distribution – 97 mtCO<sub>2</sub>e
- 2.6%** Use of Sold Products – 16,659 mtCO<sub>2</sub>e
- .62%** End-of-Life Treatment of Sold Products – 3,997 mtCO<sub>2</sub>e

<sup>1</sup>Upstream Leased Assets, Processing of Solid Products, Use of Solid Products, Franchises, and Investments are not calculated as they are not applicable to our business. Employee commute is deemed not material because of the proximity our production crew are to ECS and all of our non-production crew are remote workers.





# Egg Central Station's LEED Gold Certification



ENVIRONMENT



ECS is the heart of our supply chain and its operations. Built for the benefit of the business and all our stakeholders, it considers the environment, community, quality of our products, and safety of our crew members.

In 2022, we doubled ECS' capacity to bring more eggs to grocery store shelves. Following our expansion, the facility was honored with *Food Processing's* 2023 "Green Plant of the Year" award. In 2024, the US Green Building Council officially awarded us LEED Gold Certification.



- ✓ **Sustainable design:** Solar panels and bioretention elements like permeable pavers, plants, and vegetation support conscious energy and water consumption
- ✓ **Reducing waste:** Since 2023, ECS has succeeded in being a zero-waste-to-landfill facility. Read more about this initiative on [page 31](#)
- ✓ **Crew-focused features:** Personalized climate control, natural light, and engine room humidity management ensure crew members stay comfortable as they work
- ✓ **Responsible construction:** Built with low-volatile organic compound emitting material and finishes with high recycled content to minimize environmental impact
- ✓ **Environmental stewardship:** We showcase our strategies and successes through educational content for crew members and visitors



# Energy & Water Conservation

## ENERGY CONSERVATION

ECS set production records in 2024 compared to prior years while reducing greenhouse gas intensity — using less energy per egg. In addition, our solar panels generated nearly 330,000 kWh of renewable energy.

YEAR-OVER-YEAR PERFORMANCE	2022	2023	2024
ECS ABSOLUTE ENERGY (GJ)	40,409	48,958	50,344
ECS ENERGY USE INTENSITY (GJ/MILLION EGGS PROCESSED)	40	37	18

YEAR-OVER-YEAR PERFORMANCE	2022	2023	2024
ECS WATER WITHDRAWN (M <sub>3</sub> )	35,046	46,123	80,833
ECS WATER INTENSITY (M <sub>3</sub> /MILLION EGGS PROCESSED)	35	35	28

## WATER CONSERVATION

ECS operates in a “low-medium” water risk region\* with no regulatory limits on water use. Regardless, ECS remains committed to efficiency for the environment and the Springfield community.

- ✓ **Pre-rinse procedure:** Introduced in 2024, this method reduces water use during egg washing
- ✓ **Recirculation with filtration:** Reuses water for up to eight hours with pallet washers, recycling water for over 30 wash cycles
- ✓ **Enhanced monitoring:** New meters track usage, detect leaks, and set reduction targets
- ✓ **Bioretention features:** ECS’ landscaping is designed with permeable pavers and vegetation, helping stormwater recharge aquifers instead of running off into sewers

In addition to operational efficiencies, ECS’ landscaping is designed to address the needs of the environment while being mindful of the community it shares water with. Bioretention features, such as permeable pavers and vegetation, allow stormwater to infiltrate rainwater and recharge local aquifers rather than run off into storm sewers.

Water intensity increased in 2024 due in part to utility issues and ongoing maintenance.

\*According to the World Resources Institute’s Aqueduct Water Risk Atlas





# Zero-Waste-to-Landfill at ECS

ECS succeeded in becoming a zero-waste-to-landfill facility in 2023 and continued to do so in 2024, sending just 4.3% of waste by volume to landfill. According to **TRUE** certification, “zero-waste-to-landfill” is defined as an average of 90% or greater overall diversion from landfill over a 12-month period.

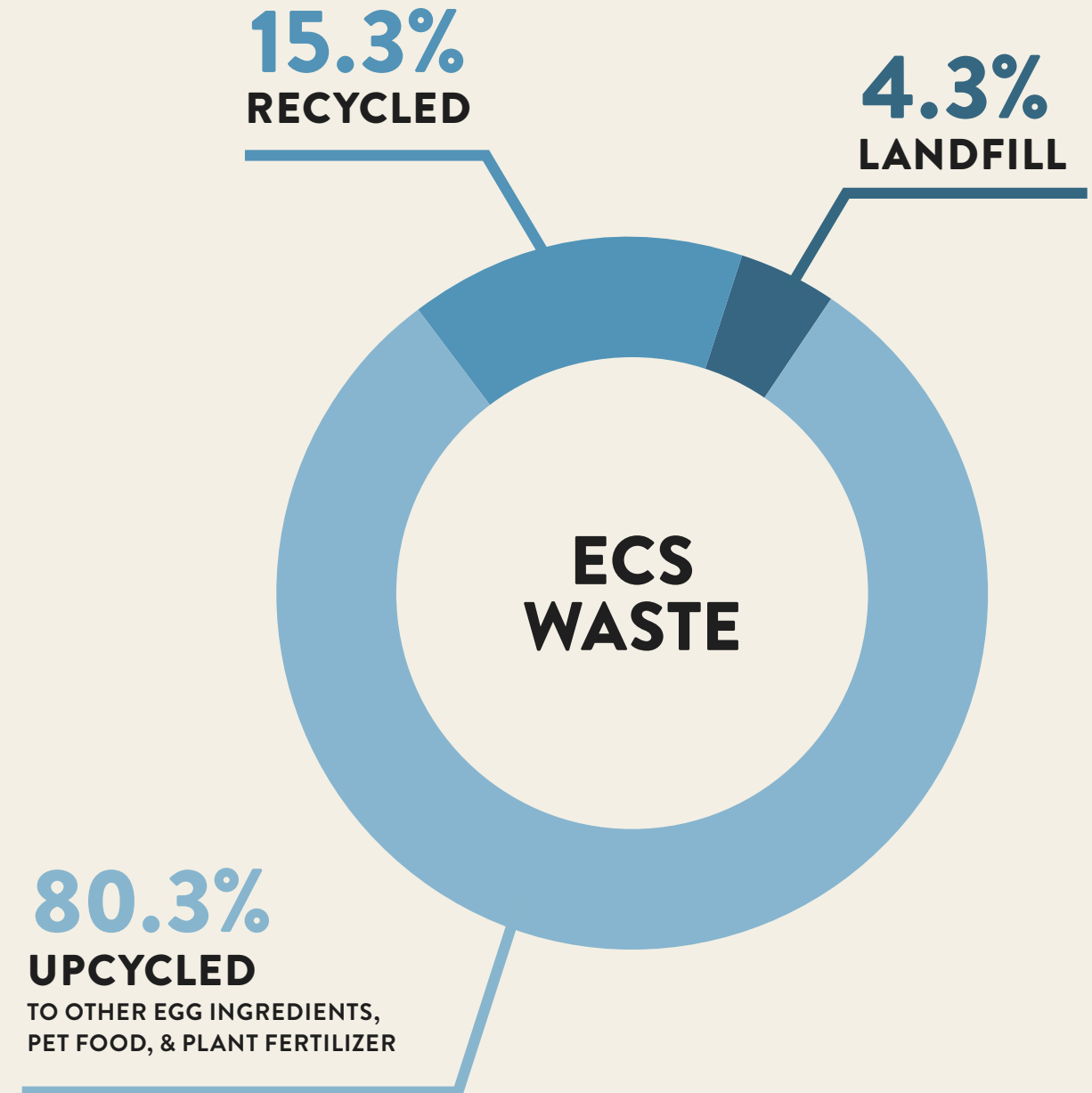
## ✓ Repurposing Egg Waste

- An egg separator processes shell fragments and liquid eggs into products like pet food and plant fertilizer, turning a former cost into a revenue stream
- Small eggs are diverted into our Liquid Eggs product

## ✓ Recycling Paper Waste

- Mixed paper is baled, compressed, and sold directly to a mill where it is ground into pulp and recycled, making this waste stream cost-neutral

All waste generated at ECS has been non-hazardous. If hazardous waste does occur, we have an established plan for proper disposal.





# Yard Ethic Program

In 2024, Vital Farms became the first company to receive Springfield's **Yard Ethic** Gold Certification, recognizing our strong commitment to biodiversity and environmental stewardship.

## Steps to achieving the Yard Ethic Gold Certification:

- ✓ Cultivating primarily native tree species and maintaining canopy coverage for 35% of managed green space
- ✓ Conserving native prairie on 60% of managed green space and maintaining prairies through controlled burns, which help reduce invasive species, promote native species, and improve soil health
- ✓ Using above-average soil and organic matter to optimize infiltration
- ✓ Storing water on-site rather than employing an irrigation system



ENVIRONMENT

*In many ways, Vital Farms' Egg Central Station resembles one of the many farms where eggs are produced by their 'girls.' When you enter the property, you are greeted by tall prairie grass, blooming wildflowers, and buzzing pollinators.*

**SARAH WILKERSON**

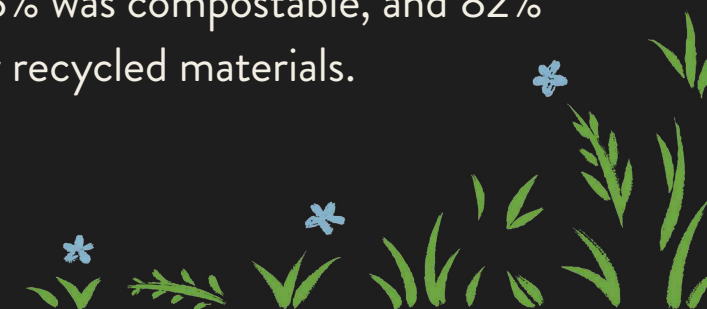
YARD ETHIC PROGRAM  
FACILITATOR, CITY OF  
SPRINGFIELD





# Packaging Highlights

We aim to make environmentally sustainable packaging accessible to all customers and consumers without compromising on our food safety and product integrity. Since we began publishing our Impact progress in 2022, we have worked to maintain recyclability of at least 99% across all our products — with both consumer-facing and secondary packaging used in distribution. In 2024, 99.6% of our packaging was recyclable, 58% was compostable, and 82% incorporated post-consumer recycled materials.





# Packaging Highlights



Our hybrid cartons speak to our commitment to sustainable packaging: the lids are carbon-neutral, made from 100% recycled content atop a molded pulp base — all of which are recyclable and compostable



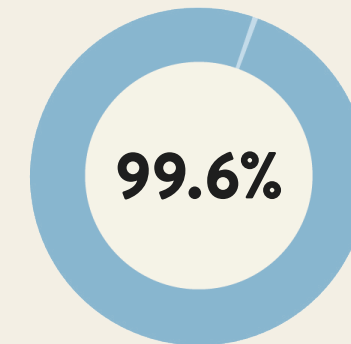
Our butter cartons are also fully recyclable



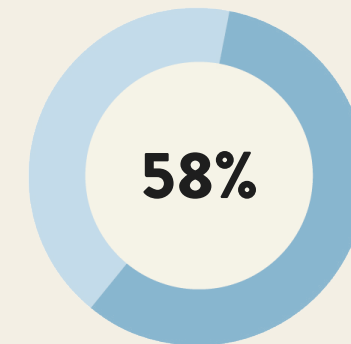
In 2022, we pioneered the first-of-its-kind, 18-count hybrid egg carton made from 100% post-consumer recycled paper



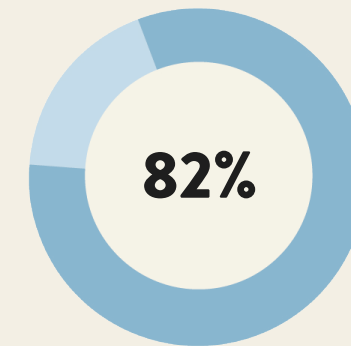
Our recent 24-count egg product currently sits in fully recyclable packaging made from 100% recycled PET plastic — a temporary solution as we actively collaborate with packaging suppliers to assess whether better alternatives are available



RECYCLABLE



COMPOSTABLE



MADE FROM  
POST-CONSUMER  
RECYCLED MATERIALS  
BY WEIGHT



# Regenerative Agriculture

## Driving Resilience on Our Farms

From the start, Vital Farms and our farmers have employed the regenerative agriculture practices listed below to improve the livelihoods of the hens and the land. We believe this approach will help our farms be more resilient, better adapt to climate change, and reduce risk in our supply chain.

### Pasture requirements for all Vital Farms farms

- ✓ **Pasture rotation:** All our farms move their hens to a new paddock every 21 days to give vegetation time to rest and recover. This rotation supports soil health and nutrient cycling and reduces the risk of runoff, which improves water quality
- ✓ **Vegetation cover:** Pasture must be covered by living vegetation, and seeding for year-round green cover is recommended
- ✓ **No herbicides or pesticides:** Our farms are prohibited from spraying herbicides or pesticides on their pastures





# Regenerative Agriculture

As of 2024, nearly half of our farms exceed our pasture requirements and have adopted at least one additional regenerative agriculture practice, including:

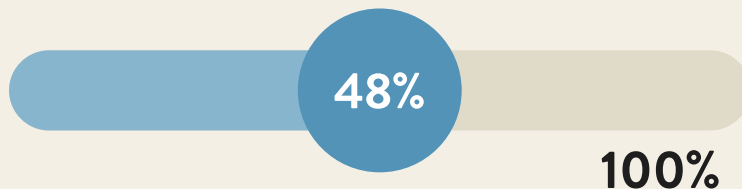
- ✓ **Multi-species grazing:** Rotating sheep, goats, or cattle to keep vegetation growth in a constant cycle
- ✓ **Optimizing tree cover:** Planting or thinning trees to support plant diversity and prevent soil erosion
- ✓ **Diverse vegetation:** Seeding annuals such as clover, alfalfa, and wheat to enrich soil and hens' diets
- ✓ **Renewable energy:** Installing solar panels to reduce on-farm energy costs

These methods enhance soil health, water retention, and resilience to adverse weather.

## GOAL:

Engage 100% of farmers on regenerative agriculture practices by the end of 2026

## PROGRESS:





# Raising the Standards with Restorative

ENVIRONMENT

A select number of our farms implement a full set of regenerative agriculture practices and these farms produce our Restorative eggs. These farms have been verified by Regenified™, a third-party regenerative certification standard that requires demonstrated continuous improvement on land through annual audits and soil sampling analyses.

Soil sampling allows us to monitor soil health and informs any adjustments our farmers need to make on their land. Through continued training and education, we support our Restorative farmers in tracking these measurements to ultimately build greater resilience on their farms.

When we test, we check the following metrics:\*

- ✓ **Soil pH levels:** acidity/alkalinity of soil, indicating how many nutrients are available to plants
- ✓ **Soil respiration:** CO<sub>2</sub> output and production of carbon dioxide in the soil, indicating the ability of soil to sustain plant growth and biological activity
- ✓ **Organic carbon levels:** the amount of organic matter stored in soils, demonstrating nutrient storage and water retention ability
- ✓ **Microbial activity levels (MAC %):** the amount of microbial activity in the soil, indicating soil quality and biodiversity

\*For all four metrics, our Restorative farms either held steady in 2024 or saw a year-over-year improvement.



# Raising the Standards with Restorative

Our packaging is designed to stand out, combining a recognizable design with a compelling story about our product. In 2024, we launched a new design for our Restorative packaging, featuring rich visual elements around our regenerative agriculture practices focused on improving soil health. We optimized the outer lid graphics to showcase the breadth and depth of biodiversity found on our Restorative farms. We also added the Regenified™ certification seal.

ENVIRONMENT

## INSECTS



LADYBUG BEETLES  
BUTTERFLIES  
MOTHS  
GRASSHOPPERS  
BEES  
SNAILS  
WORMS  
DRAGONFLIES

## PLANTS

DANDELIONS  
PHLOX  
ASTERS  
CLOVER  
WILD ONION  
FERNS  
THISTLE  
BUTTERCUPS





# Bridging the Conservation Funding Gap

Our family farmers are the heart of everything we do — without them, our business wouldn't be possible. That's why we're dedicated to providing our farmers with ongoing support, including helping them access conservation and funding.

It's often difficult for smaller farms to secure federal conservation funding. Despite these programs being open to farms of all sizes, larger operations have key advantages such as greater resources to manage administrative requirements, funding calculations that favor acreage, and greater awareness of available opportunities.

To address the barriers for small farms, our approach is twofold:

- 1 Share funding opportunities, deadlines, and documentation requirements through farmer newsletters, meetings, and other Farm Support touchpoints
- 2 Assist farmers with grant applications and administrative requirements to improve their access to funding

## Rural Energy for America Program Grants

With farmers looking for ways to adapt to hotter summers, we focused on USDA's Rural Energy for America Program (REAP).<sup>\*</sup> We guided six farmers through the complex application process, helping them successfully secure grants covering 50% of costs for improved barn ventilation and cooling systems. These improvements have helped farmers:

- ✓ Reduce overall energy consumption
- ✓ Protect hen productivity
- ✓ More efficiently and effectively manage hen welfare and comfort

<sup>\*</sup>Changes in U.S. and global economic conditions, a U.S. government shutdown or the limitation or elimination of sources of U.S. government assistance could significantly affect the loans available to farmers.



# Our Regenerative Agriculture Farmer Grant

In addition to helping farmers secure funding from existing grants, we also worked to bridge the conservation funding gap by piloting our very own grant program in 2024. Our Regenerative Agriculture Farmer Grant focuses on accelerating the adoption of practices that improve climate resilience, benefit soil health, and address risks of pasture degradation, which in turn, creates greater resilience for our supply chain.

In our pilot year, we deployed a total of \$50,000 to seven farmers. Farmers applied by identifying up to three practices to implement and describing anticipated benefits to their farms. Given our farms' differing geography and terrain, there was considerable variety in practices, including:

- ✓ Strategically thinning trees in forested areas to help groundcover thrive
- ✓ Installing water piping farther out in the pasture to encourage hens to spend more time outside

*I want to protect portions of pasture closer to the barn and plant cover crops in those areas until perennials can get established again so that I eventually won't have any exposed, bare ground. We've begun implementing similar practices on the cattle side of our farm, and we can already see a difference, especially in water retention.*

**ZACK LIGHTFOOT**  
LIGHTFOOT FAMILY LAYERS

ENVIRONMENT





# Animal Welfare

At Vital Farms, we work with like-minded farmers on over 425 family farms who put the welfare of their animals first. Our farms are third-party verified to Certified Humane's Pasture-Raised Standard for Egg Laying Hens. Our farms meet or exceed these standards, creating positive conditions that allow hens to express their natural behaviors and lead high-quality and productive lives. To learn more about our animal welfare audit process and our commitment to accountability, see [p. 62](#).

## Animal Welfare Farming Practices, Defined

**Pasture-raised:** Vital Farms hens have access to at least 108 square feet of pasture for each hen, with farms practicing pasture rotation every 21 days.

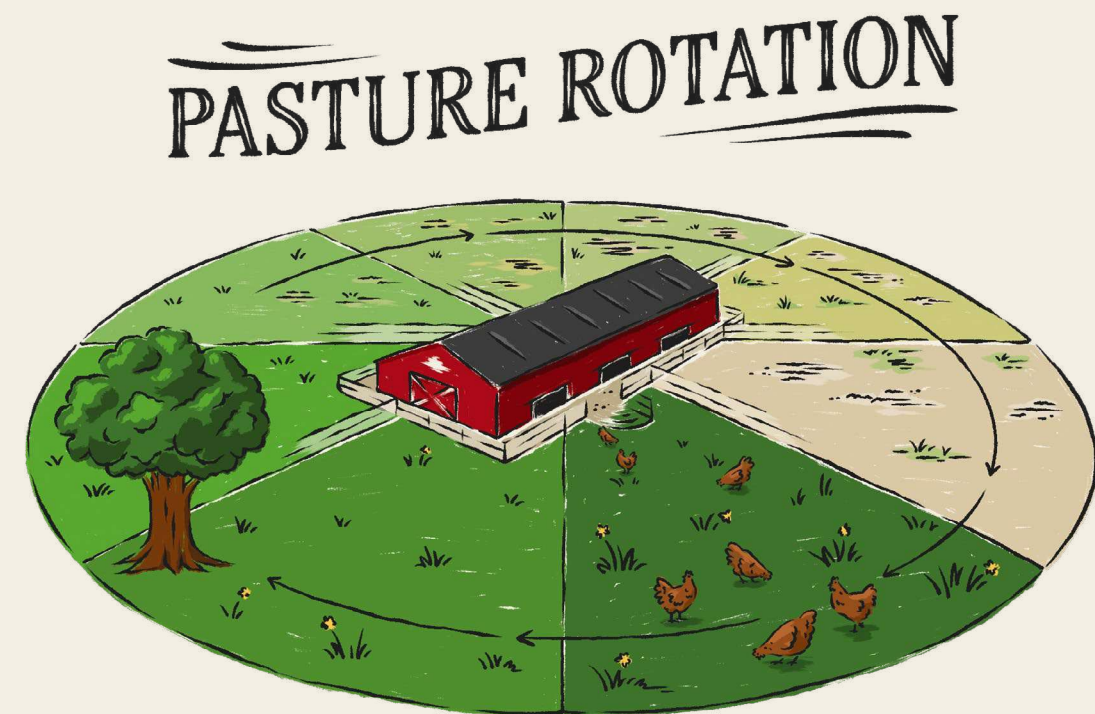
**Natural behavior support:** Our hens' environment is designed with their jungle fowl origins in mind. Our farms provide multi-level perches for roosting in their houses, wooded areas with tall grass to explore outdoors, and many opportunities to socialize with their flockmates.

**Foraging behaviors:** Ample outdoor access allows hens to dig, scratch, and forage. We also make sure the barns have plenty of hay or alfalfa, providing foraging opportunities and cover indoors.

**Dust bathing encouragement:** Fresh shavings are added weekly to support dust bathing, which controls parasites and keeps feathers clean.

**Environmental monitoring:** Ammonia levels and barn ventilation are closely tracked to ensure optimal health.

**Daily pasture access:** Hens can access pastures within three hours of sunrise and until one hour before sunset for fresh air and vegetation.\*



\*Sometimes, our farmers temporarily house their hens in barns to protect their health and safety, especially when it comes to Highly Pathogenic Avian Influenza (HPAI). These decisions are often mandated by individual states and implemented across our farms, depending on location. In either case, the girls go back outside as soon as it's safe to do so.



# Better Butter

We believe better farming practices equate to better butter. In 2024, we sought a dairy supplier who shares our passion for animal welfare and the environment. As a result, our butter is now 90% grass-fed and pasture-raised.

## 90% Grass-Fed and Pasture-Raised

Vital Farms Butter starts with cows who enjoy a diet of 90% grass and are raised on pasture on family farms during the warmer months (an average of 200 days per year). Our dairy farmers report daily to ensure they meet the 90% grass-fed requirement.

## Benefits for the Cows and the Land

- **Mental state:** These farms are characterized by strong relationships with their animals and the land. Grass-fed cows have room to wander, fresh forage to graze, and as a result, generally experience less stress than conventionally raised dairy cows.
- **Natural fertilization:** Pasture rotation provides natural fertilization for the land, adding more organic matter into the soil and stimulating the growth of new grass.



ENVIRONMENT

*You get the best milk from cows when they're stress-free and happy. They have everything they want here, and they're comfortable as they can be.*



**PETER & ENDA**  
FOURTH-GENERATION DAIRY FARMERS





# Better Butter: Social & Environmental Standards

Vital Farms only partners with dairies whose commitment to social and environmental responsibility is verified by their adherence to the following standards:

- **Certification standards:** 100% of our butter comes from dairy farms that abide by either the Red Tractor Assurance Scheme or Bord Bia's Sustainable Dairy Assurance Scheme, which outline expectations for topics such as animal welfare, traceability, environmental protection, and worker safety. These schemes are audited every 18 months to ensure continuous compliance.
- **Commitment to continuous improvement:** Our dairy suppliers are members of a cooperative that provides incentive payments for member dairy farmers to implement regenerative agriculture practices such as planting hedgerows and trees and collecting regular soil samples to monitor progress. These practices help reduce the environmental footprint of dairy production and improve water quality, soil health, and biodiversity.

ENVIRONMENT





# FOSTERING A PEOPLE-FIRST CULTURE



# Fostering a People-First Culture

We're invested in improving the lives of all our stakeholders by fostering an environment where they feel supported, valued, and empowered. By setting clear goals, developing initiatives specific to each stakeholder group, and maintaining transparency, we can build trust among our crew, farmers, communities, vendors, stockholders, customers, and consumers.

CULTURE





# Our Crew

At Vital Farms, we believe that our crew is the cornerstone of our success. To create and sustain a people-first workplace that embodies our values, we take action every day to support our crew’s well-being, safety, and professional development, ensuring they feel valued, empowered, and equipped to thrive here.

## The Growth of Our Crew

We’ve experienced tremendous growth at Vital Farms over the last few years. At the end of fiscal year 2024, our crew consisted of 598 crew members, a 34% increase since the end of fiscal year 2023 and a 63% increase since the end of fiscal year 2022. We’ve scaled our operations without losing sight of what matters most—our values and crew. By staying true to our mission, we’ve attracted great talent and created an environment where crew members feel passionate about our mission and want to contribute, fueling our success year after year.

*“Our crew is the heart of this organization, fueling our success with their passion, talent, and dedication. As we continue to grow and the future of work evolves, we are committed to empowering our people, investing in their development, and creating opportunities for them to thrive.”*



**REENA VAN HOVEN**  
CHIEF PEOPLE OFFICER, VITAL FARMS

### OUR GROWTH STORY

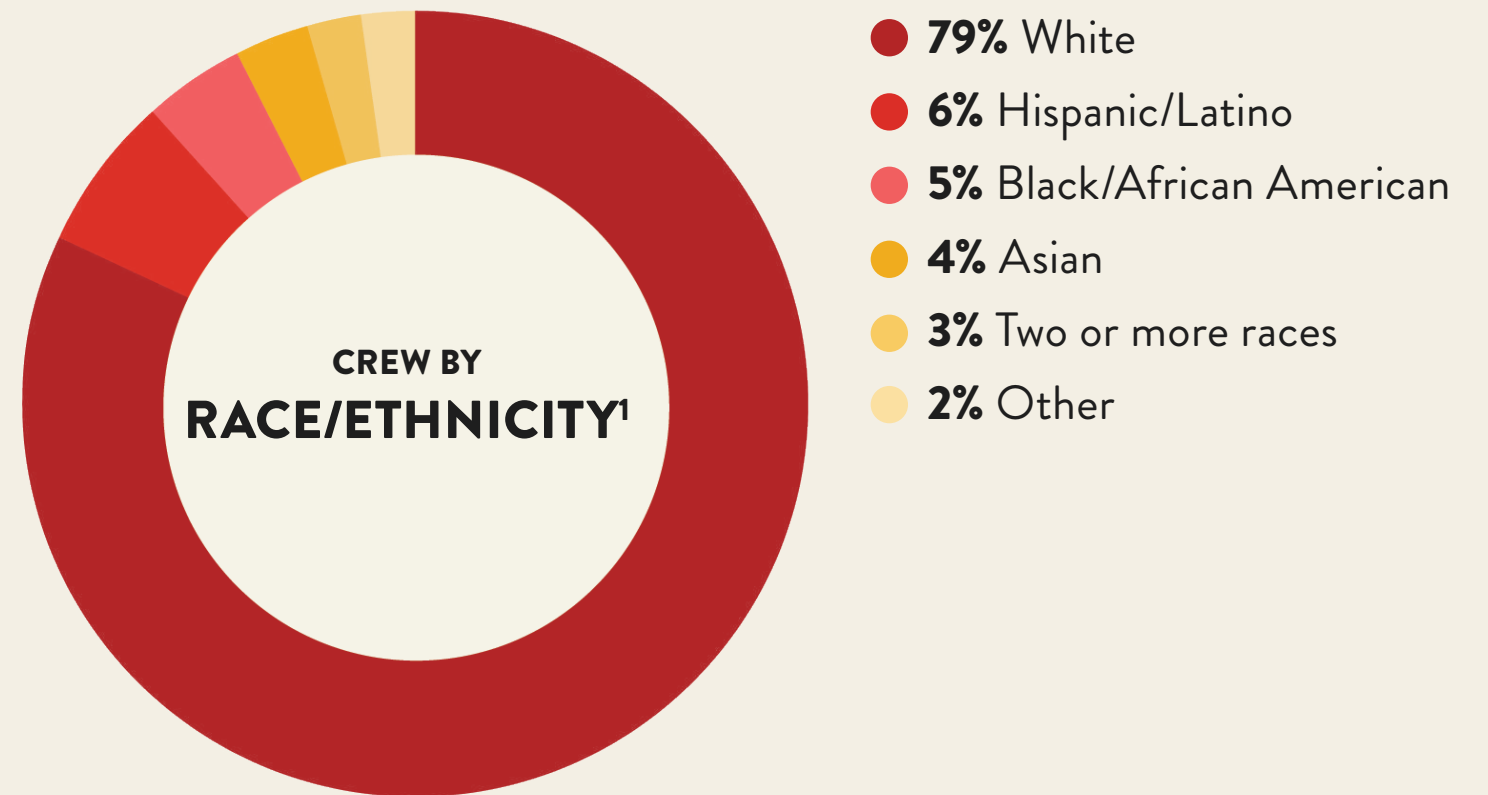
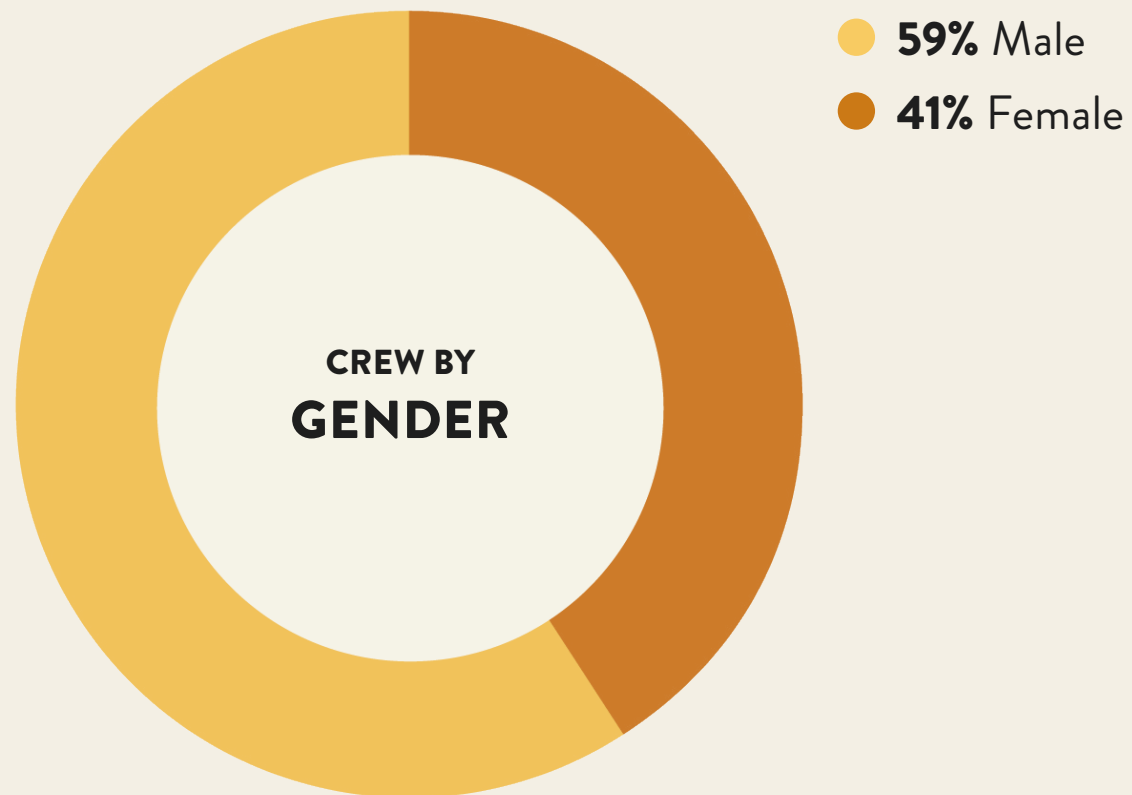




# Workforce Demographics

as of December 31, 2024

CULTURE



<sup>1</sup>Values may not add up to 100% due to rounding



# Crew Impact

For our business to succeed, it is essential that all crew members feel valued and respected so they can bring their best ideas and efforts forward. This results in a crew that's more engaged, motivated, and connected to our mission, driving both personal fulfillment and collective success.

In 2024, we welcomed a new Director of Crew Impact to further our commitment to intentionally fostering an inclusive and collaborative environment. Additionally, we are dedicated to integrating principles of Crew Impact into the fabric of how we operate – continuing to embed it into our daily actions, decisions, and processes as part of an ongoing journey.

## How We Define Crew Impact:

- Crew Impact is focused on intentionally creating an environment where all crew, from a diversity of backgrounds, identities, and experiences, feel valued, respected, and empowered to contribute fully. This includes building teams that reflect varying perspectives, actively removing barriers, fostering fair access to opportunities, and ensuring that all voices are heard and integrated into how we operate.
- The outcome of these efforts is a culture where individuals are appreciated for their different strengths and perspectives. When we get this right, our crew thrives and so does Vital Farms.





# Crew Resource Groups

CULTURE

We have given our Crew Resource Group (CRG) program new energy with improvements designed to create a more inclusive and engaging workplace. Our CRGs are voluntary, crew-led communities open to all crew members. They provide space to connect, share experiences, and drive meaningful conversations. Our CRGs foster community and belonging, which is especially important as some crew members may be working remotely while others may be on farms or at our facility. These enhancements have amplified the impact of our CRGs, empowering crew members to build a stronger, more connected community.

## CRG Program Enhancements

- **Structure and governance:** New framework and leadership guidelines for sustainability
- **Impact Team partnership:** Close collaboration between CRG leadership and the Impact team for strategic support and better coordination
- **Prioritizing key focus areas:** Emphasizing engagement, education, communication, and professional development

### BY THE NUMBERS

45% OF REMOTE CREW PARTICIPATE  
IN AT LEAST ONE CRG  
(DOUBLE THE BENCHMARK\*)  
HELD 34 CRG EVENTS IN 2024

### REGIONAL CRGS

TEXAS  
MIDWEST  
WESTERN US

### CHARACTERISTIC-BASED CRGS

THE VITAL WOMEN'S COLLECTIVE  
MULTICULTURAL COALITION  
UNITED VETERANS AND ALLIES  
VITAL PRIDE

\*According to Pew Research Center's 2023 report, among workers who say there are affinity groups or Employee Resource Groups at their workplace, 22% say they are personally a member.

“Being a Crew Resource Group lead isn’t just about fostering community at Vital Farms — it’s about creating space for voices to be heard, driving meaningful change, and inspiring our crew members to bring their full selves to work.”



**LISA ARMAND**  
TEXAS REGIONAL  
CRG LEAD





# CRG Spotlight: The Vital Women's Collective

The Vital Women's Collective supports and uplifts our women crew members and allies at Vital Farms through education, development opportunities, and connection. This CRG hosts a variety of programs and partners with outside organizations to create opportunities for personal and professional development.

- **Peer cohort program:** A supportive community where crew engage in monthly sessions to support, empower, and equip one another to amplify our voices, be authentic, cultivate confidence, and navigate challenges.
- **NextUp partnership:** Our crew have access to networking events and educational webinars hosted by **NextUp**, a network of women, men, allies, and corporate partners working together to eliminate barriers for women in the workplace. In 2024, we participated in over 200 events and sent 24 team members to NextUp's national conference.
- **Brood meets the Board:** In 2024, the Vital Women's Collective hosted two panel discussions in which Vital Farms Board members shared their personal and professional experiences on workplace empowerment, confidence, and overcoming challenges.



In 2024, we launched our **Early Birds** campaign to celebrate incredible women who are changing the game on every field, connecting the hard work that our crew members and farmers on our 425 family farms do every day with athletes who are raising the standards on their fields.



# Crew Impact: Our Progress

CULTURE

In 2022, we conducted a survey to measure the extent to which our crew felt valued, accepted, and able to be their authentic selves. The result was an inclusiveness score of 69% and we set a goal to increase it by 5% in 2023. A survey delay pushed progress to Spring 2024, where we scored 66%.

To course correct, we held crew focus groups to understand which initiatives needed work. We focused on culture during the onboarding experience, ensuring all new crew are introduced early to our values, expectations, and what it means to be a part of Vital Farms and providing greater support for our CRGs.

By fall of 2024, our inclusiveness score rose to 76%, exceeding our goal by two percentage points.

## GOAL:

Increase favorability in our annual Inclusion Survey by 5% points by the end of 2023

## PROGRESS:

ACHIEVED

+7%  
PTS

## KEY QUESTIONS FOR INCLUSION SCORE CALCULATION

VITAL FARMS EFFECTIVELY PROMOTES A CULTURE  
OF INCLUSION & BELONGING

2022: 69%

2024: 85%

I AM COMFORTABLE SHARING MY PERSONAL BACKGROUND  
& EXPERIENCES AT VITAL FARMS

2022: 75%

2024: 76%

VITAL FARMS BUILDS TEAMS THAT ARE DIVERSE

2022: 65%

2024: 78%





# Crew Development & Engagement

At Vital Farms, we're dedicated to raising the standard for what it means to be a great workplace. We're focused on cultivating a place where our crew is inspired and empowered with the tools they need to thrive and grow, as well as opportunities to develop personally and professionally.



## LISTENING TO OUR CREW

In 2024, we conducted our first Great Place to Work survey and subsequent Listening Sessions to gather genuine crew feedback and foster a culture of open communication that reinforces crew member trust. At Vital Farms, 86% of crew stated that it is a great place to work, surpassing the 80% threshold required for Great Place to Work Certification. Notably, crew confidence in our ability to act on their feedback grew by 6%, demonstrating their trust in the organization.

The **Great Place to Work Certification** is a globally recognized credential that signifies excellence in workplace culture. The survey asks employees to rate aspects of the workplace like trust, respect, fairness, and camaraderie, considering how responses vary across roles and demographic groups to get a clearer picture of how consistent and positive the workplace culture really is.





# Our ECS Engagement Team

At ECS, we're lucky to have a team of dedicated crew members who go above and beyond in their day-to-day roles to boost engagement and connection in Springfield. These crew members make up what we call the Engagement Team (E-Team). They host celebrations throughout the year, which provide spaces for crew to connect outside of work, invite their families, participate in fun activities, and share good food.





# Crew Development & Engagement

## Crew Development

In 2024, we leveled up our professional development processes and resources to make crew development more impactful. Key initiatives include introducing a core competencies framework, instituting a quarterly performance goal process, and building out several development programs designed to upskill our crew in areas critical to their personal growth and Vital Farms' success.



Our remote and ECS crew invested an average of 7.36 hours per employee in online course training through our eLearning platform, Cluck University. And that's just the beginning — our crew also grows through leadership training, role-specific programs, and hands-on experiences like stretch projects, mentoring, and job shadowing, which fuel continuous learning every single day.

## THE RESULT

In our 2024 Crew Survey, we saw a 14% year-over-year improvement in **“I have access to the learning and development I need to do my job well,”** the most substantial positive shift.

Crew members reported greater goal clarity, stronger alignment, and increased satisfaction with growth opportunities — reflecting our commitment to empowering them with tools to be productive and thrive.





# Onboarding 2.0

We want all crew members to feel welcomed, supported, and integrated from the start at Vital Farms. In 2024, we took the opportunity to enhance the onboarding program we started in 2022 and launched Onboarding 2.0. From effective manager support to immersive onboarding trips, where crew tour our headquarters in Austin, see the egg washing and packing process at ECS, and meet our farmers and their hens, we are dedicated to setting every new hire up for success.

With Onboarding 2.0, we've incorporated workshops on psychological safety and inclusion to welcome crew members to an environment that fosters trust, openness, and belonging. In addition to Functional 101s, where new crew members engage with and learn about other departments in the organization, crew members dive deep into foundational elements of the Vital Farms culture: our core values and Conscious Capitalism.



CULTURE





# Cohort-Based Learning Programs

Our cohort-based learning programs bring crew members together across departments, fostering collaboration while building skills in problem-solving, change management, and leadership. We also empower internal Subject Matter Experts (SMEs) to develop and lead content, ensuring participants gain real-world expertise while SMEs grow as mentors and leaders — a win-win for our crew and business.

We have built and hosted three virtual competency-based programs designed to empower individual contributors. Since the program's completion, we've seen significant growth in three of our Core Competencies: Solve Problems, Build & Inspire Crew, and Act with Agility.

## Problem-Solving Bootcamp

Facilitated by our Strategy SMEs, this program provided participants with tools to tackle complex challenges. Their efforts culminated in presenting their recommendations to a panel of judges.



## Navigating Change with Agility

Since change is a constant in today's world, this program equipped our crew with the skills to adapt and thrive in dynamic environments. Through our partnership with Growthspace, the crew attended workshops and expert-led group coaching sessions.



## Hatching Leaders Mini-Mentoring Program

This program, focused on nurturing future leaders, connected participants with experienced Vital Farms mentors, resulting in strong growth and development of their leadership skills.



*I've had some major mindset shifts solely as a result of the Navigating Change with Agility program, both professionally and personally!*



**LIZ MARQUARDT**  
VITAL FARMS CREW MEMBER



# Leadership Eggcelerator

Since 2023, we've been investing in our people leaders with the Leadership Eggcelerator Program. This six-month training program kicks off with a two-day interactive workshop, followed by five months of virtual sessions and group work to solidify learning. Highlights of the program include workshops facilitated by our very own expert leaders using a cohort-based model that creates a deep support system of cross-functional connections.

As of the end of 2024, 76 people leaders have graduated from the program, which represented 80% of eligible people leaders at the time.

## THE RESULT

We're thrilled to report that post-program surveys show a 16% increase in self-reported manager effectiveness and a 10% increase in crew-reported manager effectiveness.





# Safety at Egg Central Station

CULTURE

There's no higher priority at ECS than the safety of our crew members. Through our ECS Safety Program, we reduced the total recordable injury rate in 2024 at our Springfield facility by 12% compared to the previous year. Missouri Association of Manufacturers named Vital Farms one of its Top 10 Safety Programs, recognizing our strong commitment to the health and safety of our crew members.

## ECS Safety Program Initiatives



**Updated Personal Protective Equipment (PPE):** When on the production floor, ECS crew members must wear bump caps, hearing protection, safety glasses, and safety boots. Crew members in Sanitation are required additional protection in certain circumstances, such as face shields and chemical gear.



**Corporate safety manual:** More specialized safety policies are now in place for specific operations. Each crew member must complete training and sign off on policies related to their role. Our team developed training courses covering ship dock, quality, and specific machine training.



**Ergonomics and crew conditioning program:** To ensure each ECS crew member is set up for success, a certified Sports Medicine Specialist performs an ergonomic assessment to check for full range of motion and correct form for lifting and other movements. This assessment sets a baseline for each crew member's physical ability to help develop a personalized treatment program should an injury occur.



**New hire safety training program:** New hires attend a two-hour safety training session during their first week on the job. Topics include emergency plans, prohibited actions and items, site security, robotics safety, hazard communication, and PPE.



# Supporting Our Farmers

OUR FARMERS

The 43 dedicated members of our Farm Support team serve as trusted advisors to our egg farmers to improve outcomes on their farms. Farm Support helps farmers proactively address a range of ongoing challenges, from setting up new shaders to accounting support.

That support starts before the birds even arrive at the farm. New farmers attend Egg School for training on proper barn management, feed and nutrition, animal welfare, and other critical topics to raise Vital Farms hens. Before the arrival of the pullets, which are young hens that have not started laying yet, each new farmer's dedicated Farm Support crew member ensures the farmer is set up for success. Farm Support then visits each new farm weekly for the first six weeks after the pullets arrive. Once our farmers

**Everything starts with our farmers. That's why we've invested in the success and satisfaction of the 425+ farms that work with us.**

are off the ground, phone calls and monthly in-person Farm Support visits help build and maintain strong relationships while giving farmers the tools, expertise, and information they need to succeed. On top of this, in 2024, we hosted 14 in-person farmer gatherings for farmers to forge connections with one another and keep the communication stream flowing with newsletters and digital correspondence.

Every farmer works with a nutritionist to ensure our hens get the nutrients needed to lay the best eggs. Meanwhile, our veterinary consultant, Wilson Veterinary Company, is always on-call to assist our farmers in managing and preventing the spread of disease, which includes diagnosing health issues to navigating situations that require hens to be housed in barns for their health and safety, especially with avian influenza. Together, we have implemented strong biosecurity measures and established a response and prevention plan for our farms while serving as their primary liaison with state regulatory agencies.



# Supporting Our Farmers

OUR FARMERS

To further set our farmers up for success, we began looking at how hens were being raised before they arrived on farms and saw an opportunity to raise the standard. Last year, we started the Vital Farms Pullet Program to raise chicks from one day old to 15 weeks of age before transferring them to one of our laying hen farms. A healthy pullet results in a more resilient and productive hen. We established our own standards for pullets that cover topics such as clean housing, air flow and ventilation, and temperature ranges to ensure high welfare and comfort for our pullets. Our farmers have reported that Vital Farms-raised pullets become hens that have experienced fewer disease incidents and produced more eggs over their lifetimes.

At every farm, our Farm Compliance team conducts internal audits at least once a year, while Farm Support works with farmers to address any gaps that may be identified. This ensures our farmers feel confident and prepared for all regulatory, customer, and certification audits (see [page 62](#)).

We survey our farmers twice a year to ensure we support them and provide the expertise they need to be the best farmers for their hens. Compared to 2023, we have seen a 94% increase in the farmer satisfaction score, which measures how well they feel our Farm Support team helps them be more effective farmers.





# Accelerator Farms

OUR FARMERS

We're excited to share that we're bringing a handful of Vital Farms-owned farms to the Seymour, Indiana area. These farms, making up a very small percentage of our total network, will serve two purposes:

- 1 Provide a test environment for R&D:** At the Accelerator Farms, we'll test new ideas and processes without imposing on our existing family farms. Once we've identified new best practices, we'll share them with our farmers for implementation.
- 2 Make egg farming more accessible:** When our Accelerator Farms are established, we plan to make them available for purchase by family farmers looking to join our network. We understand that starting a farm is capital-intensive, and these farms provide the potential for immediate cash flow and mitigate initial start-up risk for new farmers and their families.

We're committed to being good neighbors — contributing to the local agriculture economy, supporting healthier ecosystems, and promoting responsible, humane food production. To us, farming is a partnership between people, animals, and the planet. Our goal is to deliver premium products while ensuring our farms become valued members of the communities they call home.



**2024**

**Purchased farmland  
in the Seymour, IN  
area/region**

**2024**

**Began dirt work  
and construction  
on several parcels**



**END OF  
2025**

**Begin shipping eggs  
from Accelerator Farms**



# Farm Compliance: Audits & Certifications

Vital Farms is deeply committed to ensuring all our farmers raise their hens the way we say they are. External audits and certifications on our egg cartons are essential measures that build a foundation of consumer trust in our products.

The Vital Farms Farm Standard is a composite of the highest requirements from Certified Humane, customer sourcing standards, the FDA, and USDA Organic. Examples of third-party audits that all our farms must pass to meet our standards are:



## CERTIFIED HUMANE

Audits a portion of our farms yearly and oversees our farms' protocols and processes



## WHOLE FOODS

Conducts audits every 15 months to see the farm in different seasons



## USDA ORGANIC

While all our farms' pastures are maintained to a USDA Organic standard, roughly a third of our farmers choose to maintain the official USDA Organic certification. These farmers undergo an annual USDA reinspection



## PROP 12

California's law mandating housing standards for eggs (which is exceeded by the Certified Humane standard)



To maintain this high level of accountability and transparency, our Farm Compliance team is vigilant in scheduling audits to ensure our farms are current on their certifications. We work closely with our farmers to prepare them for external auditors.





# Food Safety & Quality

ECS, where our eggs are washed and packed, is a Safe Quality Food (SQF) certified facility. It's also certified as an SQFI select site, which indicates that ECS has voluntarily elected to undergo unannounced recertification audits. In 2024, we received an Elite Excellent rating of 99% from our annual SQF audit, demonstrating our rigorous standards, dedication to continuous improvement, and the food safety and quality culture embodied by our crew.

## ANNUAL SQF AUDIT RATINGS

2022 98%

2023 97%

2024 99%

In 2024, Vital Farms Quality Assurance Manager Robert Clark was recognized by the Safe Quality Food Institute for Excellence in Food Safety Leadership. This prestigious award recognizes a single leader for their role in promoting food safety and inspiring the next generation of food safety leaders.

## Contract Manufacturer Standards

QUALITY

We work with contract manufacturers (co-mans) to produce products such as our liquid and hard-boiled eggs, and we're committed to ensuring they meet the same standards of excellence for food safety and quality as we do at ECS. One hundred percent of our co-mans are Global Food Safety Initiative (GFSI) certified. Each co-man is evaluated against our Supplier Quality Manual, which they are required to acknowledge. Our Food Safety and Quality Assurance team also visits each co-man quarterly or semi annually (based on risk assessment) to monitor compliance with our quality standards.

*The SQF community is made up of a highly dedicated group of food safety professionals. Our Excellence Award recipients demonstrate an unparalleled commitment to the SQF program, and we are honored to recognize them for their diligence and passion for advancing a strong food safety culture.*

### GIGI VITA

CHIEF FOOD SAFETY ASSESSMENT  
OFFICER & SVP OF SQFI







# Community

Vital Farms is dedicated to strengthening the communities where we operate — from our hometown of Austin, to the Springfield area, where more than half of our crew members live and work, to our farmers' communities. We provided more than \$600,000 in philanthropy and even more in food donations in 2024. Through these efforts, we forge trusted relationships with nonprofit partners and invest collectively to improve where our stakeholders work and live. Thriving and resilient communities are essential to our long-term success.

PHOTO BY KYLEE COMPTON, OZARKS FOOD HARVEST



# Supporting Community Foundations

Community foundations enable us to address a breadth of local needs and ensure that resources are deployed directly to where they can make the greatest impact.

As one of several nonprofit organizations Vital Farms works with, the **Austin Community Foundation** (ACF) invests in improving the lives of people in Austin, a city that holds a special place in our story. It is where Vital Farms was founded and it remains the location of our headquarters and home to many of our crew members, even as we've transitioned to a remote-first company.

Our crew members volunteer on ACF's Grants Committees, helping to select grantees (local nonprofits) to fund, focusing on building resilience in the Central Texas area. For example, the Hispanic Impact Fund focused efforts on health & wellness, job skills training, and early childhood education. Meanwhile, the Women's Fund sought to expand access to childcare, housing for women, and women's healthcare issues.

COMMUNITY

## HISPANIC IMPACT FUND

*I am deeply grateful that Vital Farms not only encourages crew members to participate in the ACF committee but also proudly serves as a lead sponsor for the fund. The ACF plays a vital role in supporting local organizations that empower individuals and create positive change in our community.*



**PATRICK ORTIZ**, VITAL FARMS CREW MEMBER

## WOMEN'S IMPACT FUND

*As the Vital Farms representative on the Austin Community Foundation's Childcare grant committee, I helped to identify grant recipients that will turn money into impact on kids and families in our community. I feel such gratitude to work at a company that prioritizes and funds meaningful engagement with nonprofits like ACF!*



**KELLY GRIMES**, VITAL FARMS CREW MEMBER





# Local Higher Education Partnerships

We're committed to positively impacting the communities and workforce where we operate through partnerships with local universities. In Springfield, we have an ongoing partnership with Ozark Technical College, where we support the school's automation lab and provide our crew members with opportunities for more skill development. In Austin, we collaborate and support the University of Texas' marketing and supply chain programs and provide opportunities for the university's students.

For example, we were a host company for the Longhorn Impact Fellowship at Texas (LIFT), which offers unique ways for the university to partner with companies. For five months, we worked with a team of six graduate and undergraduate students on developing a roadmap for our next Materiality Matrix. The team mapped our stakeholders, defined new and emerging issues, and proposed how we would survey different stakeholder groups. The LIFT students brought fresh perspectives to our work and gained exposure to how a company makes decisions.





# Ozarks Food Harvest

Springfield, Missouri—home to ECS and more than half of our crew members—is one of our core communities. For as long as Vital Farms has been in Springfield, we've been proud partners with **Ozarks Food Harvest**, a Feeding America food bank reaching 70,000 people monthly and providing over 20 million meals annually.

In 2024, during Hunger Action Month, we highlighted our long-standing partnership with Ozarks Food Harvest by holding a food drive with our crew and raising awareness around food insecurity in the Greater Springfield area. During this two-week food drive, ECS crew members collected 308 lbs. of food (over 2,000 meals) and raised over \$5,000 to support the food bank. Furthermore, Vital Farms supported Ozarks Food Harvest's Back to School Bash, providing local families with free eggs, butter, and backpacks.

Vital Farms regularly donates excess eggs throughout the year, and in 2024, we supplied Ozarks Food Harvest with 608,044 lbs. of food (4,861,800 eggs), the equivalent of around \$780,000.



PHOTO BY KYLEE COMPTON, OZARKS FOOD HARVEST

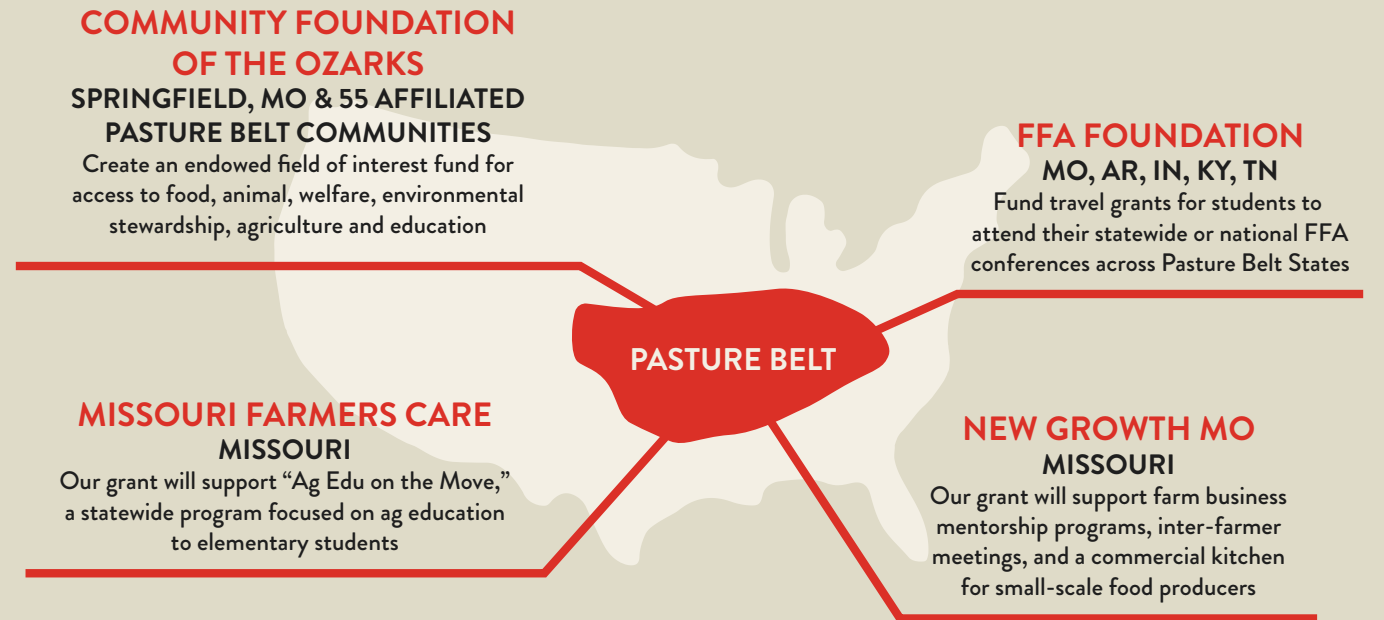




# Investing in the Communities of Our Farmers

Our relationships with our farmers go much deeper than the typical producer-buyer exchange. One of our exciting initiatives in 2024 was the investment of \$500,000 total in grants to smaller organizations within our farmers' communities to contribute to positive change within their local contexts. By working closely with our Farm Support team to understand the landscape of where our farmers live and what they care about, we could stretch the dollars further to meet real community needs today and tomorrow. For example, organizations such as Annie's Project and Future Farmers of America allow us to broaden our future farm network, reaching historically underserved groups such as women and young farmers.

## COMMUNITY



## OTHER PASTURE BELT GRANT RECIPIENTS

- |   |   |
|---|---|
| <b>Viola Schools</b><br>Viola, AR                             | <b>Main Street Union City</b><br>Union City, TN                 |
| <b>Ozarks Greenways</b><br>Springfield, MO                    | <b>Nashville, AR Volunteer Fire Department</b><br>Nashville, AR |
| <b>NW Tennessee Local Food Network</b><br>Northwest Tennessee | <b>Countyline Fire Department</b><br>Ozan, AR                   |
| <b>Missouri Farmers Care</b><br>Missouri                      | <b>Center Point Volunteer Fire Department</b><br>Nashville, AR  |





# Seymour, Indiana

COMMUNITY

In 2024, we announced that we're planning to build a new egg washing and packing facility in Seymour, Indiana. This new facility will build upon our key learnings and successes from ECS in Springfield, aiming to be fully operational in 2027.

**We estimate that our Seymour facility will:**

- Create at least 150 jobs for the local community
- Support 165 new family farms
- Generate over \$350 million in additional revenue capacity



\*Seymour, Indiana, is a “low-medium” water risk area that aligns with our ethos of natural resource efficiency while considering the environment and surrounding communities.

“Indiana boasts a rich tradition of agriculture – one that continues to grow and evolve thanks to the vision and commitment of companies like Vital Farms. This investment will not only result in increased economic activity – bolstering a statewide ecosystem that generates \$4.6 billion in annual exports – but it will support Hoosier farmers, accelerate rural development, and support continued quality of place enhancements in Seymour and the surrounding south central region for years to come.”

**ANN LATHROP**

CHIEF STRATEGY OFFICER, INDIANA ECONOMIC DEVELOPMENT CORPORATION (IEDC)





# Consumer Care

We strive to continue building trust with our consumers by delivering a quality product that is not only delicious but also instills confidence that we are living up to our purpose to improve the lives of people, animals, and the planet through food.

We aim to be transparent in all we do, starting with our foundational Traceability program (see [page 71](#)). By entering the farm name found on the side panel of our cartons on our website, consumers trace their eggs back to the farm where they were laid and enjoy a 360-degree video of the pasture.

To build lasting relationships with our consumers, a real Vital Farms crew member responds to every inquiry within an average of two hours. We're accessible on a range of different platforms, including social media, our website, by phone, and via our SMS text line. Consumer care means so much more to us than run-of-the-mill customer service — we love to surprise and delight our consumers whenever possible.

In 2024, we had approximately 94,000 one-on-one interactions with our community and created 6,000 surprise and delight moments for our raving fans. Within our social community, we received positive sentiment for 85% of the interactions we had with consumers.

## 2024 Community Engagement Highlights

**94,000 ONE-ON-ONE INTERACTIONS**  
WITH OUR COMMUNITY

**6,000 SURPRISE AND DELIGHT MOMENTS**  
FOR OUR RAVING FANS

**85% POSITIVE SENTIMENT**  
IN OUR SOCIAL COMMUNITY





# Transparency

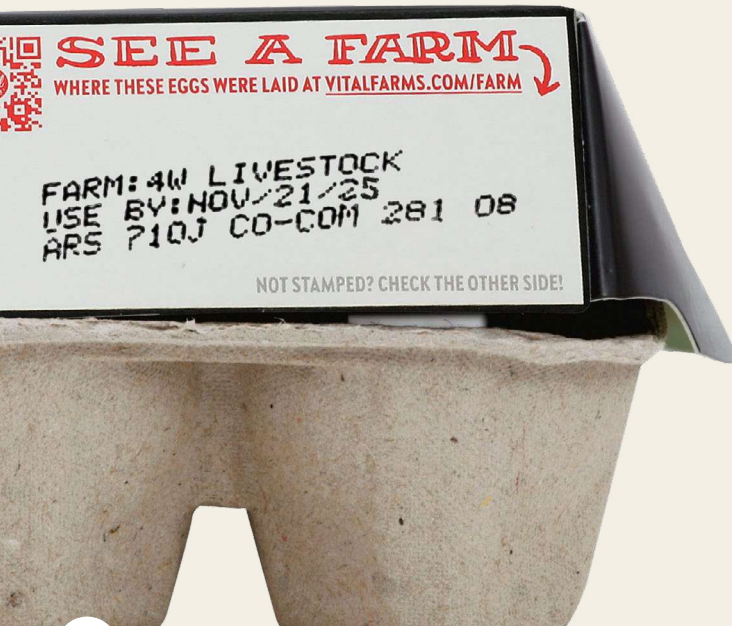
COMMUNITY

Over the years, consumers have grown increasingly interested in where their food comes from and how it's produced, and we believe that transparency is key to earning consumer trust.

## Traceability

We believe consumers should be able to know (and see!) where their food comes from. The Vital Farms Traceability program allows consumers to trace their eggs back to the actual farm where they were laid.

## See the farm where your eggs came from:




- 1 Find the farm printed on the short side of your egg carton (check both sides)
- 2 Enter the farm name at [vitalfarms.com/farm](https://vitalfarms.com/farm)
- 3 Get a 360-degree view of the pasture where your eggs were laid, and watch the girls do their thing!

## HPAI & Other Animal Diseases

We're dedicated to staying transparent on the status of our farms during **seasonal spikes of HPAI** and other animal diseases. As a brand that upholds high standards for pasture-raised hens, we choose to openly communicate when some of our farms temporarily house their hens indoors for their health and safety. When this happens, we keep our consumers informed through timely website and social media updates.





A close-up photograph of a person's open palm holding a small, light-colored lizard. The lizard has a yellowish-tan body with darker, scaly patterns. The person's hand is fair-skinned, and a grey sleeve is visible at the top left. The background is a dark, out-of-focus natural setting. Overlaid on the right side of the image is the text "DRIVING ENGAGED & ACCOUNTABLE OVERSIGHT" in a white, serif font, tilted upwards. The text is flanked by white brushstroke-like lines.

DRIVING ENGAGED  
& ACCOUNTABLE  
OVERSIGHT



# Driving Engaged & Accountable Oversight

Vital Farms is proud to be a part of a small group of U.S. companies that are publicly traded, B Corp Certified, and incorporated as a Delaware public benefit corporation. As a public benefit corporation, we're legally required to balance the financial interests of our stockholders with the best interests of our other stakeholders and the public benefits identified in our charter. We believe that considering the long-term viability of people, animals, and the planet will benefit our business over time and that strong corporate governance is critical to our success.

ACCOUNTABILITY





# Ethical Culture

In 2024, we launched our first company-wide Ethics Week, which aims to drive crew member awareness of our policies and processes around ethical business conduct. Programming for Ethics Week included a panel discussion with Vital Farms Board members (Brood Meets Board), the launch of our revamped Code of Business Conduct and Ethics, lunch-and-learn presentations, and trivia contests throughout the week. We also rolled out virtual ethics and compliance training for our remote crew members, with corresponding training for our ECS processing crew members launched in early 2025. Moving forward, Ethics Week is planned to continue as an annual event, and crew members will complete refresher training on ethics and compliance biannually.

## 2025 Governance Goal<sup>1</sup>

To hold ourselves accountable for fostering a company-wide ethical culture, we have set a goal for 95% of our crew members to complete ethics and compliance training by the end of 2025. We also aim to achieve over 80% agreement in our crew member survey that the company has appropriately focused on defining, promoting, and enforcing ethical conduct.

<sup>1</sup>In 2023, we stated a goal to tie impact performance to executive compensation. Over the last two years, we conducted benchmarking and discussed internally and with our compensation advisors whether this goal was the most effective way to drive governance accountability. Ultimately, we elected to replace this goal with the goal outlined above to drive accountability throughout the organization, which we believe is more closely aligned with our mission of bringing ethical food to the table.



*At Vital Farms, you cannot separate ethics from business. The entire promise and premise of this business is encoded in its ethics. People are not just buying eggs and butter — they are buying the values and principles inherent in our mission ‘to bring ethically produced food to the table.’*



**KOFI AMOO-GOTTFRIED**

DIRECTOR & CHAIR OF NOMINATING  
& CORPORATE GOVERNANCE COMMITTEE





# Improving Our Code of Conduct

As part of our initiative to revamp our ethics and compliance programs, we designed a new and improved Code of Business Conduct and Ethics (Code of Conduct) to make the document more digestible and straightforward for our crew members to reference in their day-to-day work. The revised Code of Conduct features Q&A case studies, features from our leadership, links to relevant company policies, and information on new topics for our crew members, including:

- ✓ Crew health & safety
- ✓ Information security
- ✓ Vital Farms values & behaviors
- ✓ Anti-harassment
- ✓ Social media
- ✓ Human rights



## ACCOUNTABILITY

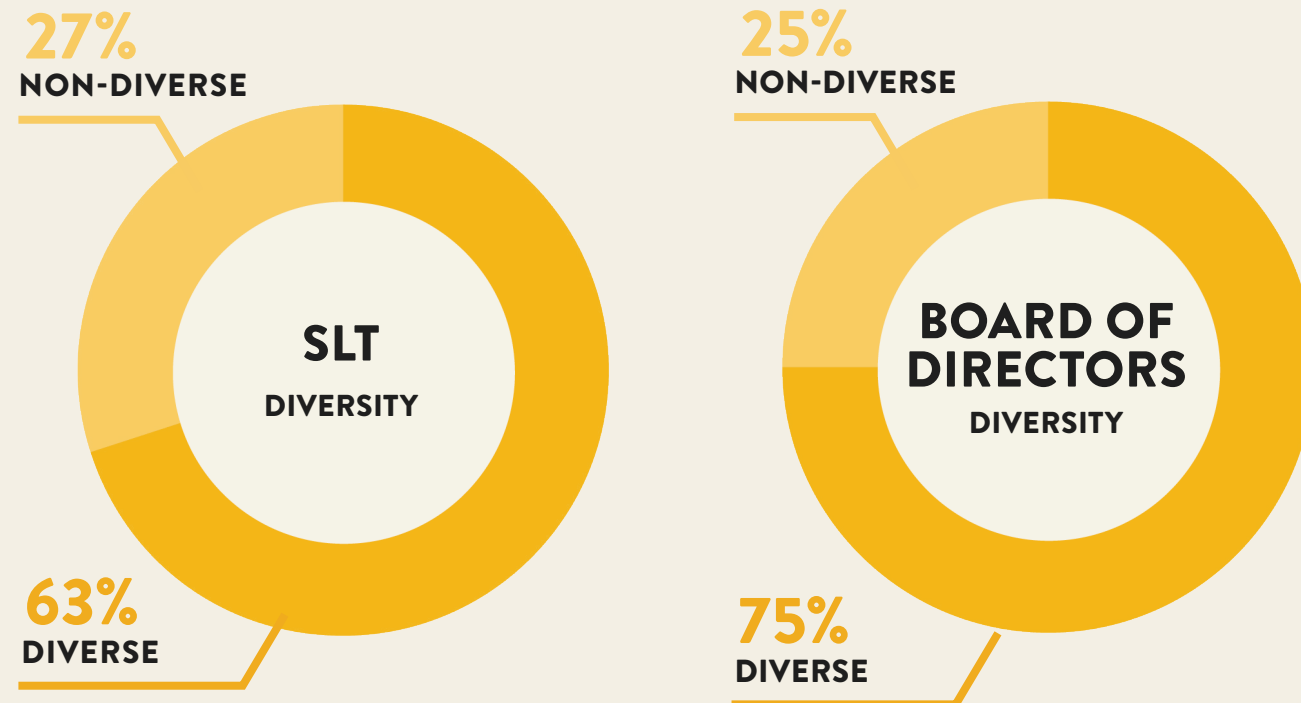
Our revised Code of Conduct reflects the business practices and principles that we believe most effectively support our mission:

- **The Stakeholder Model** through which we consider the impact of each decision on all our internal and external stakeholders
- **Leadership** sets the tone of non-negotiable ethical standards from the top
- **Accountability** with a clear process for reporting potential incidents



# Leadership Composition

The diversity of our Senior Leadership Team (SLT) and Board of Directors is one of our greatest assets. Every executive and board member brings unique perspectives, expertise, and backgrounds that help bring the best ideas to the table.



\*"Diverse" is defined as anyone who self-identifies as female, an underrepresented minority, or LGBTQ+.



# Cybersecurity & Data Privacy Management

At Vital Farms, we recognize that our stakeholders rely on us to be responsible for their data. Protecting sensitive information is a non-negotiable priority. In 2024, we completed several efforts to safeguard stakeholder data and to identify, assess, and manage risks from cybersecurity threats.

## How We Protect Stakeholder Data

- **Incident Response and Risk Management:** We maintain a cybersecurity incident response policy to identify and disclose material cybersecurity incidents as necessary. We also maintain cybersecurity insurance to further manage our risk.
- **Cybersecurity Training:** Our crew members play an essential role in helping us safeguard sensitive data and mitigate risk. All crew members participate in cybersecurity training during onboarding and are required to complete further training annually.
- **Enhanced Data Security Measures:** Our IT team continues to implement enhanced data security measures across the company.
- **Engaged and Accountable Oversight:** Cybersecurity and data privacy are overseen by the Audit Committee of our Board of Directors, which is briefed at multiple meetings each year by members of management. In 2024, members of the Audit Committee participated in a tabletop training exercise in which they reacted in real-time to a mimicked series of escalating compromises to third-party-owned systems and threats to Vital Farms' systems. Following the exercise, the Audit Committee evaluated its responses to cybersecurity threats with third-party experts.



# Public Benefit Corporation

As a public benefit corporation incorporated under Delaware law, Vital Farms is required to identify the specific public benefits that we promote, and our Board and officers have a duty to consider these interests when managing the company. This status demonstrates our commitment to pursuing long-term benefits for our stakeholders.

## The public benefits identified in our governing documents are:

- Bringing ethically produced food to the table
- Bringing joy to our customers through products and services
- Allowing crew members to thrive in an empowering, fun environment
- Fostering lasting partnerships with our farmers and suppliers
- Forging an enduring profitable business
- Being stewards of our animals, land, air, and water, and being supportive of our community

# B Corp

ACCOUNTABILITY

Vital Farms is proud to have been B Corp Certified for the past 10 years, beginning in 2015. The B Corp Certification, administered by B Lab, an independent nonprofit, recognizes companies for meeting high standards of social environmental performance, accountability, and transparency.



As a B Corp Certified company, we undergo an evaluation every three years. To be recertified, we must earn a score of at least 80 based on a 200-question evaluation. We most recently officially recertified in March 2025 with the following scores:

## OVERALL SCORE: 98.6

- Governance: 17.2
- Workers: 25.1
- Community: 20.0
- Environment: 32.7
- Customers: 3.2



# Sustainability Accounting Standards Board Disclosure

Sustainability Accounting Standards Board (SASB) standards address industry-specific, financially material sustainability topics and metrics and enable us to track changes in performance over time using globally accepted best practices for data and reporting. In the following table, we have reported in accordance with the “Meat, Poultry, and Dairy” industry standards, which we believe are most appropriate for Vital Farms’ operations.

TOPIC	ACCOUNTING METRIC	2024 RESPONSE
GREENHOUSE GAS EMISSIONS	Gross global Scope 1 emissions (metric tons CO <sub>2</sub> e)	5,806 mt CO <sub>2</sub> e
	Discussion of long-term and short-term strategy or plan to manage Scope 1 emissions, emissions reduction targets, and analysis of performance against those targets	p. 24-26
ENERGY MANAGEMENT	(1) total energy consumed (GJ)	103,822 GJ
	(2) Percentage grid electricity	21%
	(3) Percentage renewable	8%
WATER MANAGEMENT	(1a) Total water withdrawn (m <sub>3</sub> )	(1a) 80,833 m <sub>3</sub>
	(1b) percentage of each in regions with High or Extremely High Baseline Water Stress	(1b) 0%
	(2a) Total water consumed (m <sub>3</sub> )	(2a) 348 m <sub>3</sub>
	(2b) percentage of each in regions with High or Extremely High Baseline Water Stress	(2b) 0%
	Description of water management risks and discussion of strategies and practices to mitigate those risks	p. 29-30
	Number of incidents of non-compliance with water quality permits, standards, and regulations	0

(Continued on next page)





# SASB Disclosure

TOPIC	ACCOUNTING METRIC	2024 RESPONSE
LAND USE AND ECOLOGICAL IMPACTS	Amount of animal litter and manure generated (metric tons)	57,439 mt from hens
	% managed according to a nutrient management plan	100%
	% of pasture and grazing land managed to NRCS conservation plan criteria	100%
	Animal protein production from concentrated animal feed operations (CAFOs) (metric tons)	0 mt
FOOD SAFETY	Global Food Safety Initiative (GFSI) audit	(1a) 0
	(1) non-conformance rate (a) major and (b) minor non-conformances	(1b) 1
		(2a) 0
	(2) associated corrective action rate for (a) major and (b) minor non-conformances	(2b) 1
	% of supplier facilities certified to a GFSI food safety certification program	100%
	Number of recalls issued	There were no product recalls related to Vital Farms products in 2024.
	Total weight of products recalled (metric tons)	
	Discussion of markets that ban imports of the entity's products	Not applicable.
ANTIBIOTIC USE IN ANIMAL PRODUCTION <sup>1</sup>	% of animal production that received	(1) 0.5% for hens
	(1) medically important antibiotics and	(2) 0
	(2) not medically important antibiotics, by animal type	

<sup>1</sup>Consistent with Certified Humane Standards, antibiotics are administered only for disease treatment must be under direction of a veterinarian. Per USDA Organic Standards, organic eggs must come from hens that receive no antibiotics ever.





# SASB Disclosure

TOPIC	ACCOUNTING METRIC	2024 RESPONSE
WORKFORCE HEALTH AND SAFETY	Total recordable incident rate (TRIR)	5.18
	Fatality rate	0
	Description of efforts to assess, monitor, and mitigate acute and chronic respiratory health conditions	This is not applicable to Vital Farms' business.
ANIMAL CARE AND WELFARE	% of pork produced without use of gestation crates	This is not applicable to Vital Farms' business because we do not product pork products.
	% of production certified to a third-party animal welfare standard	100%
	Percentage of production certified to a third-party animal welfare standard	100%
ENVIRONMENTAL AND SOCIAL IMPACTS OF ANIMAL SUPPLY CHAIN	% of livestock from suppliers implementing NRCS conservation plan criteria or equivalent	100%
	% of supplier and contract production facilities verified to meet animal welfare standards	100%
ANIMAL AND FEED SOURCING	% of animal feed sourced from regions with High or Extremely High Baseline Water Stress (% by weight)	32%
	% of contracts with producers located in regions with High or Extremely High Baseline Water Stress (% by contract value)	26%
	Discussion of strategy to manage opportunities and risks to feed sourcing and livestock supply presented by climate change	p. 24-28, 35-40
ACTIVITY METRICS	Number of processing facilities	1 egg processing facility, Egg Central Station in Springfield, Missouri
	Animal protein production by category; percentage outsourced	Egg production represents approximately 95% of business. The remaining 5% is butter production.





The Task Force on Climate-Related Financial Disclosures (TCFD) provides climate-related financial disclosure recommendations in four areas: governance, strategy, risk management, and metrics and targets.

DISCLOSURE		RESPONSE
GOVERNANCE	a) Describe the board’s oversight of climate-related risks and opportunities	<p>Vital Farms’ Board of Directors considers climate-related risks and opportunities as a part of its overall management and oversight of the company.</p> <p>Oversight of impact activities is managed by the Nominating and Corporate Governance Committee of the Board of Directors and is reflected in this Committee’s Charter. This Committee oversees the strategy, initiatives, and reporting related to Impact programs. The General Counsel and Head of Impact presents to this Committee quarterly and these updates may include the company’s Impact performance, risks, and opportunities. This Committee also oversees our <b>Environmental Policy</b>.</p> <p>The Audit Committee of the Board of Directors has oversight of the Company’s risk assessment and management, which includes climate-related risk.</p> <p><b>Governance Structure</b></p>
	b) Describe management’s role in assessing and managing climate-related risks and opportunities	<p>While the Board of Directors and its committees oversee the risk management strategy, management is responsible for implementing and supervising day-to-day risk management processes and reporting to the Board and its committees on such matters, including climate-related risks and opportunities.</p> <p><b>Governance Structure</b></p>

(Continued on next page)





DISCLOSURE	RESPONSE
<p>STRATEGY</p> <p>a) Describe the climate-related risks and opportunities the organization has identified over the short, medium, and long term</p>	<p><b>Our Impact Strategy: p. 16</b></p> <p>We have identified both physical and transition risks related to climate change, including the productivity of our farmer network and our own facility from extreme weather events such as drought and flooding. Transition risks pertain to reputation and stakeholder concern. Within the last year, we have modeled the potential impact of acute and chronic physical risks to our direct operations, our farm network, and the supply of natural raw materials. We assessed the potential financial impacts of climate change by hazard (e.g. flooding, drought, heatwave, etc.). The output provides a five-year quantitative earnings value at risk estimation and quantitative risk outlook up to 20 years. Over the longer term, we expect increases in the frequency and severity of extreme weather events, water stress, and higher temperatures to impact our direct operations and supply chain.</p> <p><b>Risks and Opportunities</b></p> <p>Direct operations:</p> <ul style="list-style-type: none"><li>• Climate change may increase the frequency and severity of natural disasters such as tornadoes and floods. This may cause disruptions to production and our ability to operate our facilities.</li><li>• We prioritize energy and resource efficiency, allocating capital to make the necessary improvements. We continuously evaluate renewable energy opportunities.</li></ul> <p>Supply chain:</p> <ul style="list-style-type: none"><li>• We rely on a network of family farms to supply us with eggs. These farms are in a region that provide an environment conducive to year-round raising of chickens. Heat stress caused by rising global temperatures and water stress caused by drought create more challenging environments for animals, and climate change increases risk of infectious diseases. These risks may have significant negative impacts on animal productivity, our farmers, and thus, our ability to produce our products.</li><li>• With our robust support system for our farmers, we are working with our farmers on implementing additional regenerative agriculture practices and other meaningful strategies to reduce their environmental impact. <b>Our Approach: p.21</b></li></ul> <p>Feed:</p> <ul style="list-style-type: none"><li>• Corn and soy, which our hens rely on for supplemental feed, are vulnerable to adverse weather conditions and natural disasters. The occurrence and severity of such events may result in increased prices.</li><li>• We continue to identify potential ways to reduce our reliance on corn and soy as feed ingredients.</li></ul> <p>Reputation:</p> <ul style="list-style-type: none"><li>• Vital Farms is subject to risks related to heightened stakeholder focus on sustainability and corporate social responsibility. If we fail to meet the goals and standards we set for ourselves or the expectations of investors and other stakeholders with respect to Impact issues, our reputation and brand image could be damaged.</li><li>• Vital Farms’ mission, Conscious Capitalism approach, and commitment to transparency each align with growing stakeholder interest in significant issues connected to animal farming, climate change, and resource conservation.</li><li>• Vital Farms’ products occupy a competitive position within the landscape of shifting consumer preferences for more sustainable food with increased traceability.</li></ul>



DISCLOSURE	RESPONSE
STRATEGY, CONT'D.	<p>b) Describe the impact of climate-related risks and opportunities on the organization's businesses, strategy, and financial planning</p> <p>Our Board reviews the risks associated with the company's business strategies periodically throughout the year as part of its consideration of undertaking and continuing any such business strategies. This review includes consultation with leadership of the company's finance and strategy functions.</p> <p>Climate-related risks and opportunities influence our business strategy and financial planning, as such risks and opportunities have the potential to affect core business functions, from hen productivity to operating our facility to distribution of our finished goods.</p> <p>For our direct operations, we continue to assess energy efficiency opportunities and completed an onsite renewable project that went online in 2023. <b>Regenerative Agriculture: p. 35-40.</b></p> <p>For our supply chain, we are working with our farmers to mitigate their climate impact and adapt to long-term climate risk. <b>Climate Goal Progress: p. 25-26.</b></p>
	<p>c) Describe the resilience of the organization's strategy, taking into consideration different future climate scenarios</p> <p>As a B Corp-certified food company that has been practicing Conscious Capitalism since our founding, we are acutely aware of the impact climate change can have on our business and each of our stakeholder groups, one of which is the environment.</p> <p>We have set a greenhouse gas intensity reduction goal for our operations, which will drive continuous assessment of energy efficiency opportunities and renewable energy strategies.</p> <p>Our supply chain is largely made up of our network of egg farmers. Our organization has a dedicated Farm Support team to provide guidance and assistance to our network of farmers.</p> <p>We conducted our first climate-related risk assessment in 2021 of a sampling of our farm locations and some of our approved feed mills, based on a 2°C scenario. Since then, we continue to improve the scope and sophistication of our risk assessment each year, assessing all of our farm locations. Most recently, we collaborated with third-party expert <b>Risilience</b> and their partner, the Center for Risk Studies at the University of Cambridge. Risilience allows us to better assess and quantify our climate-related risks and then inform risk management and decision-making across our organization. For example, it can help to inform where we will grow our farmer network and how to prioritize areas that will need more immediate climate adaptation plans.</p> <p>These efforts in both our operations and supply chain aim to make Vital Farms more resilient over the next five years and in the long term. They not only enable Vital Farms to mitigate its risk exposure to climate change, but also increase the company's readiness to adapt to the effects of climate change.</p>

(Continued on next page)





DISCLOSURE		RESPONSE
RISK MANAGEMENT	a) Describe the organization’s processes for identifying and assessing climate-related risks	Vital Farms understands the need to address climate-related risks and address them appropriately. As such, the organization identifies and assesses climate-related risks on an ongoing basis, monitoring and prioritizing action based on the risk’s potential impact to business continuity and likelihood of occurrence.
	b) Describe the organization’s processes for managing climate-related risks	The process of regularly conducting a climate risk assessment and quarterly internal reporting on our climate goal progress allow us to proactive manage climate-related risks.
	c) Describe how processes for identifying, assessing, and managing climate-related risks are integrated into the organization’s overall risk management	As with other organizational risks, climate-related risks are addressed by day-to-day risk management procedures implemented by the company’s officers and subject to oversight by the Board of Directors and its committees. On a quarterly basis, a committee of the company’s officers meets to ensure that material risks affecting our business have been appropriately identified and assessed. Such risks (and any quarter-to-quarter changes) are reported to the company’s Audit Committee, which oversees the risk management and assessment. As Vital Farms continues to build more formal processes to identify, assess, and monitor our company’s risks, climate risks will be integrated into overall Vital Farms risk management processes.
METRICS AND TARGETS	a) Disclose the metrics used by the organization to assess climate-related risks and opportunities in line with its strategy and risk management process	Our Impact Goals: p. 17
	b) Disclose Scope 1, Scope 2, and, if appropriate, Scope 3 greenhouse gas emissions and the related risks	Climate Goals Progress: p. 25-26
	c) Describe the targets used by the organization to manage climate-related risks and opportunities and performance against targets	Our Impact Goals: p. 17



# Forward-Looking Statements

This report contains “forward-looking statements” (within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended) about us and our industry that involve substantial risks and uncertainties, including but not limited to statements regarding our growth potential and plans, our Impact Goals or targets, the specifications and timing of our planned egg washing and packing facility in Seymour, Indiana and the impact of such facility on our revenue and farm network, our plans for development of accelerator farms, the ability for our farmers to access U.S. government funding sources, and our expectations regarding our future operating and business environment. All statements other than statements of historical facts contained in this report, including statements regarding our future results of operations or financial condition, business strategies, goals, initiatives, commitments and plans and objectives of management for future operations, are forward-looking statements. In some cases, you can identify forward-looking statements because they contain words such as “anticipate,” “believe,” “contemplate,” “continue,” “could,” “estimate,” “expect,” “forecast,” “goal,” “intend,” “may,” “plan,” “potential,” “predict,” “project,” “seek,” “should,” “target,” “will” or “would” or the negative of these words or other similar terms or expressions. These forward-looking statements are subject to substantial risks, uncertainties, assumptions, and changes in circumstances

that may cause actual results, performance, or achievements (including achievement of our Impact goals or targets) to differ materially from those expressed or implied in any forward-looking statement.

The risks and uncertainties referred to above include but are not limited to those risks described in our filings with the Securities and Exchange Commission (SEC), including in the sections entitled “Risk Factors” in our latest Annual Report on Form 10-K, filed with the SEC on February 27, 2025, our Quarterly Reports on Form 10-Q, and in our other filings and reports that we may file from time to time with the SEC, which can be found on <https://investors.vitalfarms.com/>. Moreover, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual performance and results to differ materially from those contained in any forward-looking statements we may make. In light of these risks, uncertainties and assumptions, we cannot guarantee future results, levels of activity, performance, achievements, or events and circumstances reflected in the forward-looking statements will occur. Forward-looking statements represent management’s assumptions, expectations, and beliefs only as of the date of this report. We disclaim any obligation to update forward-looking statements

except as required by law. This report is not comprehensive and does not include details of our financial performance.

We utilize materiality to describe issues relating to certain sustainability and Impact matters that we consider to be impactful to our business and important to our stakeholders. Certain of our sustainability and Impact disclosures are included in our annual and quarterly reports filed with the SEC, our proxy statement, and this report. The “materiality” thresholds for purposes of this report may differ from the concept of “materiality” for purposes of federal securities laws and disclosures required by the SEC rules in our filings with the SEC. The inclusion of sustainability and Impact disclosures (including identification of climate-related risks) in this report does not necessarily mean or imply that we consider such disclosures and risks to be material for purposes of applicable federal securities laws or SEC rules and regulations.

This presentation also contains estimates and other statistical data obtained from independent parties and by us relating to our Impact Goals and emissions reporting. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates and data.

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ANOTHER YEAR  
WELL-SPENT IN  
OPEN PASTURES



Vital Farms

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