



NEWS RELEASE

Vital Farms Introduces a Higher Standard for Free-Range Eggs Through Limited Pilot at Select Target Retail Stores

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New offering aims to reach more households at an accessible price point while maintaining Vital Farms' commitments to animal welfare, quality and transparency.

AUSTIN, Texas--(BUSINESS WIRE)-- **Vital Farms** (Nasdaq: VITL) announced today the pilot launch of Vital Farms Free-Range eggs, which are expected to arrive in select Target retail stores across the South and Southeast beginning this week.

This limited test is designed to explore how Vital Farms can reach more households with a high-quality product at a more accessible suggested retail price point of less than \$5 per carton, while maintaining its commitment to transparency and animal welfare.

Introducing A New Vital Farms Standard

"Free-range" is one of the most familiar terms in the egg aisle, but the standard itself doesn't consistently tell

consumers what they are actually buying. Compared with many other free-range products, the new Vital Farms Free-Range standard sets a higher bar for animal welfare in several meaningful areas: time outside, better land with living vegetation and shade, and barns designed to make it easier for hens to head outdoors. And like every carton of Vital Farms eggs, each carton can be traced back to the farm where the eggs were laid through the company's "See The Farm" program.

This new Vital Farms standard for free-range reflects Vital Farms' commitments to animal care, product quality, and transparency. Vital Farms loves hearing from consumers with questions. Visit vitalfarms.com/contact for details on how to call, text, direct message or write, or visit Vital Farms' **Frequently Asked Questions** page to learn more.

Living Within Vital Farms' Values and Testing Something New

"With Vital Farms Free-Range, we're testing how we can bring more households a high-quality egg at a more accessible price point, while staying true to who we are and keeping hens' quality of life front and center," said Heather Mace, Vital Farms Vice President, Brand. "Our goal is to learn all we can, understand consumer appetite and grow the right way. Reaching more households gives us the opportunity to create more positive impact for our stakeholders while continuing to raise the standards in the egg aisle."

Vital Farms Free-Range eggs are expected to be available beginning this week at select Target retail stores across the South and Southeast. For more information on where to find Vital Farms eggs, please visit:

<https://vitalfarms.com/where-to-buy/>

ABOUT VITAL FARMS:

Vital Farms (Nasdaq: VITL) is a Certified B Corporation that offers a range of ethically produced foods nationwide. Started on a single farm in Austin, Texas, in 2007, Vital Farms is now a national consumer brand that works with 600 small farms and is the leading U.S. brand of pasture-raised eggs by retail dollar sales. Vital Farms' ethics are exemplified by its focus on the humane treatment of farm animals and sustainable farming practices. In addition, as a Delaware public benefit corporation, Vital Farms prioritizes the long-term benefits of each of its stakeholders, including farmers and suppliers, customers and consumers, communities and the environment, and crew members and stockholders. Vital Farms' products, including shell eggs, hard-boiled eggs, and liquid whole eggs, are sold in more than 24,000 stores nationwide. Vital Farms pasture-raised eggs can also be found on menus at hundreds of foodservice operators across the country. For more information, visit <https://vitalfarms.com>.

Media:

Reid Schwartz

Reid.Schwartz@vitalfarms.com

Investors:

Brian Shipman, CFA

Brian.Shipman@vitalfarms.com

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