



NEWS RELEASE

Vital Farms to Participate in 28th Annual ICR Conference

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AUSTIN, Texas--(BUSINESS WIRE)-- Vital Farms (Nasdaq: VITL), a Certified B Corporation that offers a range of ethically produced foods nationwide, today announced that Russell Diez-Canseco, President and Chief Executive Officer, Thilo Wrede, Chief Financial Officer, and Brian Shipman, Vice President of Investor Relations, will participate in the 28th Annual ICR Conference in Orlando, FL on Monday, January 12 and Tuesday, January 13, 2026.

Vital Farms will be available for 1x1 meetings and will host a fireside chat beginning at 2:30 p.m. Eastern Time on Monday, January 12, 2026. The webcast for the fireside chat will be available under the “Events & Presentations” tab of the Vital Farms Investor Relations site at: <https://investors.vitalfarms.com/investor-relations>.

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 575 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, butter, hard-boiled eggs, and liquid whole eggs, are sold in more than 23,500 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:

Rob Discher

Rob.Discher@vitalfarms.com

Investors:

Brian Shipman, CFA

Brian.Shipman@vitalfarms.com

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