

---

---

# VITAL TIMES®

NATIONAL EDITION

VOLUME 17 • ISSUE 5

---

---

## AN ODE TO ANIMAL WELFARE

### Meet Our Animal Welfare Expert, Liz

At Vital Farms, we talk a lot about our high standards for animal welfare and the care that goes into raising pasture-raised hens.

Meet Liz, the animal welfare expert who quite literally wrote the very standards we follow today. Liz, resident animal lover and hen whisperer, officially joined us a year ago, but her connection to Vital Farms goes way back. As the author of key industry standards and a longtime champion of animal wellbeing, she's shaped the pasture-raised movement since before it even had a name.

Liz grew up on a dairy farm in Ohio, where chickens weren't always her favorite. "They pecked me!" she laughs. "But now? I love them. They're phenomenal animals, and I want to see them treated as they deserve."

Liz isn't just here to write the standards — she's on the ground

visiting farms, listening to farmers, and teaching the rest of us why hens matter so deeply. "We're asking a lot from these animals," she says, "so we're obligated to look after their welfare."

So, how can you tell if a hen is content? Liz puts it simply: they're calm and curious, just like us when we feel safe.

Liz likes to say she still hasn't decided what she wants to be when she grows up, but after 20 years, one thing is clear: "It's the animals that matter most to me."



Hear more from Liz at [vitalfarms.com/meet-liz](http://vitalfarms.com/meet-liz)

## POTATO CHIP OMELETTE

Our take on the iconic dish  
inspired by FX's *The Bear*

### Ingredients

- 3 Vital Farms Eggs
- 1 tablespoon Vital Farms Salted Butter, plus more for serving
- goat cheese
- fresh herbs, finely chopped
- sour cream & onion ruffled potato chips, crushed
- flaky salt
- black pepper, freshly ground

### Directions

Crack 3 eggs into a sieve, set over a bowl, and beat with a fork. Melt the butter in a skillet over medium-low heat. Pour eggs into skillet and shake vigorously. Let cook until set. Spoon cheese across the center and gently roll into a cylinder. Smother with extra butter and garnish with fresh herbs, chips, flaky salt, and pepper.



## BIRD OF THE MONTH



Savvy Sydney forages for only  
the finest, freshest grasses  
in the pasture.

**OUR MISSION** is to bring ethically produced food to the table by coordinating a collection of family farms to operate with a well-defined set of agricultural practices that accentuates the humane treatment of farm animals as the central tenet. \_\_\_\_\_

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

   @VitalFarms