| SEC Form 4 |  |
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## FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

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| Instruction 1(b               | o).                               | File              | d pursuant to Section 16(a) of the Securities Exchange Act of 1934<br>or Section 30(h) of the Investment Company Act of 1940 |                   |   |                                    |  |
|-------------------------------|-----------------------------------|-------------------|--|-------------------|---|------------------------------------|--|
| 1. Name and Add<br>Diez-Canse | Iress of Reporting P<br>coRussell | Person*           | 2. Issuer Name <b>and</b> Ticker or Trading Symbol<br><u>Vital Farms, Inc.</u> [ VITL ]                                      |                   | tionship of Reporting Person(s) to Issue<br>all applicable)<br>Director 10% Own |                                    |  |
| (Last)<br>C/O VITAL F         | (First)<br>ARMS, INC.             | (Middle)          | 3. Date of Earliest Transaction (Month/Day/Year)<br>05/08/2024   | X                 | Officer (give title<br>below)<br>PRESIDENT AI                                   | Other (specify<br>below)<br>ND CEO |  |
| 3601 SOUTH                    | CONGRESS AV                       | VENUE, SUITE C100 | 4. If Amendment, Date of Original Filed (Month/Day/Year)   | 6. Indiv<br>Line) | ridual or Joint/Group Filing  | g (Check Applicable                |  |
| (Street)                      |                                   |                   |  | X                 | Form filed by One Rep   | orting Person                      |  |
| AUSTIN                        | TX                                | 78704             |  |                   | Form filed by More that<br>Person   | n One Reporting                    |  |
| (City)                        | (State)                           | (Zip)             | Rule 10b5-1(c) Transaction Indication  |                   |   |                                    |  |

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. Х

## Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

|                                 |  |   | • • • •                                 |   |        |               |                        |   |   |   |  |
|---------------------------------|--|---|---|---|--------|---------------|------------------------|---|---|---|--|
| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code (Instr.<br>8) |   |        |               |                        | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership |  |
|                                 |  |   | Code                                    | v | Amount | (A) or<br>(D) | Price                  | Transaction(s)<br>(Instr. 3 and 4)  |   | (Instr. 4)  |  |
| Common Stock                    | 05/08/2024                                 |   | <b>M</b> <sup>(1)</sup>                 |   | 9,735  | A             | \$5.3286               | 413,428   | D   |   |  |
| Common Stock                    | 05/08/2024                                 |   | <b>S</b> <sup>(1)</sup>                 |   | 9,735  | D             | \$30                   | 403,693   | D   |   |  |
| Common Stock                    | 05/09/2024                                 |   | <b>M</b> <sup>(1)</sup>                 |   | 25,265 | A             | \$5.3286               | 428,958   | D   |   |  |
| Common Stock                    | 05/09/2024                                 |   | <b>S</b> <sup>(1)</sup>                 |   | 18,184 | D             | \$33.52(2)             | 410,774   | D   |   |  |
| Common Stock                    | 05/09/2024                                 |   | <b>S</b> <sup>(1)</sup>                 |   | 7,077  | D             | \$34.64 <sup>(3)</sup> | 403,697   | D   |   |  |
| Common Stock                    | 05/09/2024                                 |   | <b>S</b> <sup>(1)</sup>                 |   | 4      | D             | \$35.14(4)             | 403,693   | D   |   |  |

## Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

|   | (e.g., puts, cans, warrants, options, convertible securities)         |  |   |                              |   |  |  |                                     |                    |   |  |   |         |  |  |
|---|---|--|---|------------------------------|---|--|--|-------------------------------------|--------------------|---|--|---|---------|--|--|
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |   | of<br>Deri<br>Sec<br>Acq<br>(A) (<br>Disp<br>of (I | umber<br>vative<br>urities<br>uired<br>or<br>oosed<br>O) (Instr.<br>and 5) | Expiration Date<br>(Month/Day/Year) |                    | e and<br>of Securities<br>Underlying<br>Derivative Security<br>(Instr. 3 and 4) |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) |         | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|   |   |  |   | Code                         | v | (A)  | (D)  | Date<br>Exercisable                 | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of<br>Shares |   |         |  |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$5.3286  | 05/08/2024                                 |   | <b>M</b> <sup>(1)</sup>      |   |  | 9,735  | (5)                                 | 08/28/2029         | Common<br>Stock   | 9,735                                  | \$ <b>0</b>   | 921,287 | D  |  |
| Employee<br>Stock<br>Option<br>(right to<br>buy)    | \$5.3286  | 05/09/2024                                 |   | <b>M</b> <sup>(1)</sup>      |   |  | 25,265   | (5)                                 | 08/28/2029         | Common<br>Stock   | 25,265                                 | \$0   | 896,022 | D  |  |

## Explanation of Responses:

1. This transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on June 8, 2023.

2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$33.11 to \$34.00 inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

3. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$34.11 to \$35.07 inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

4. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$35.12 to \$35.16 inclusive. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote

5. One-fifth (1/5th) of the shares subject to the option vested or will vest in equal annual installments commencing on August 22, 2020, subject to the Reporting Person continuing to provide service through each such date.

| /s/ Jaime Chase, Attorney-in-    | 05/10/2024 |
|----------------------------------|------------|
| <u>Fact</u>                      | 03/10/2024 |
| ** Signature of Reporting Person | Date       |

Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 $^{\ast}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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