



ESG GOALS

Since Vital Farms was founded 15 years ago, we have practiced Conscious Capitalism. Our commitment to the stakeholder model has naturally guided us to make significant progress on environmental, social, and governance-related topics. Our ESG commitments are the next phase in this journey, and are guided by three core principles: transparency, stakeholder success, and alignment to financial expectations.



2022

SHORT-TERM GOALS

Short-term goals help to build the foundation for future, broader initiatives.

1		2	
ECOLOGICAL IMPACTS		DIVERSITY, EQUITY, AND INCLUSION	
	WHAT IS THE GOAL? Improve natural resource management in our operations.		WHAT IS THE GOAL? Continue to build a more inclusive workplace for crew.
	HOW WILL WE MEASURE? Achieve zero-waste ¹ to landfill at Egg Central Station by end of 2023.		HOW WILL WE MEASURE? Increase favorability in our annual Inclusion Survey by 5% pts ² by end of 2023.
	STAKEHOLDER FOCUS Reduce the impact of our operations on the planet and communities.		STAKEHOLDER FOCUS Support a world-class organization, driving crew retention and recruitment.

2023

MEDIUM-TERM GOALS

Medium-term goals span the next five years and may require several strategies to achieve.

1		2		3	
ACCOUNTABILITY		CLIMATE CHANGE: FARMERS		CLIMATE CHANGE: OPERATIONS	
	WHAT IS THE GOAL? Tie executive compensation to ESG performance.		WHAT IS THE GOAL? Mitigate climate risk in our supply chain.		WHAT IS THE GOAL? Mitigate climate risk in our operations.
	HOW WILL WE MEASURE? Factor ESG performance into executive compensation by 2023-2025.		HOW WILL WE MEASURE? Engage 100% of farmers on regenerative agriculture practices by 2026.		HOW WILL WE MEASURE? Reduce our operational (scope 1&2) greenhouse gas intensity ³ by 25% by 2027.
STAKEHOLDER FOCUS STOCKHOLDERS ENVIRONMENT CREW		STAKEHOLDER FOCUS FARMERS & SUPPLIERS CUSTOMERS ENVIRONMENT		STAKEHOLDER FOCUS STOCKHOLDERS CUSTOMERS ENVIRONMENT	

2027

¹Zero-waste defined as <10% of waste by weight. ²Culture Amp, our survey administrator, describes +/- 5% as statistically meaningful. ³Measured in tons of CO2 per \$ million in revenue.