



NASDAQ: VITL

• **66% Upside**

- **LONG** Vital Farms
- Current Price: \$29.50
- Target Price: **\$48.96**
- Valuation Date: 20/3/2025

Putting all our eggs in VITL's basket

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Executive Summary



Greener pastures ahead

Pitch Summary

- VITL is a food company that derives **most of its revenues** from selling **pasture-raised eggs**, with the remaining 5% from butter and ghee
- The **market narrative** is that it is just another egg company benefitting from high egg prices, and **pricing power will fall** after egg supply normalises in Q3
- It fails to realize that VITL has **strong brand loyalty**, historically commanding a premium of up to 3.50USD over even premium free-range eggs
- With VITL **occupying less than half of TAM**, **household penetration** still has massive room to run, along with its steadily increasingly **wallet share**, revenue has strong growth potential

Our contrarian view, and why now



Perception of overvaluation

Overvalued compared to other egg companies, but they are **peerless** in the egg industry, with a 5-Year historical CAGR of 34%



Difference from the street

Pricing power is sustainable, supply bottleneck to resolve in near-term and capacity to grow rapidly in the long run



1Q25 Catalyst

Higher egg prices will continue driving **sustainable penetration**, lower COGS from falling feed input prices

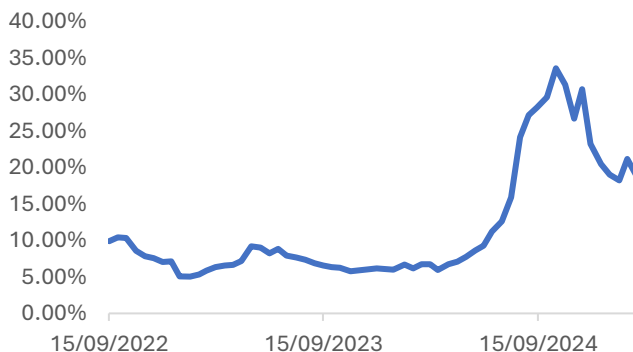


3Q25 Catalyst

VITL **retains pricing power** after egg prices normalize, short sellers realise their thesis is wrong and cover their shorts

Originality of Idea: High Short Interest and going against the Street

Short Interest % of Float



- VITL short interest is **high at 19%** but currently trending downwards, giving us confidence
- Macro headwinds:** Street expects falling consumer sentiment and egg prices, but VITL's premium positioning and consumer base gives it pricing power and makes it recession-resilient
- Micro headwinds:** Street is worried about supply bottlenecks and VITL's ability to source farmers, but insiders confident about strong farm pipeline and backlog of interested farmers

Market Expectations vs Reality

Market Thinks

Pricing power will retreat after egg prices normalise

Supply might be a bottleneck

Accounting control deficiency means investors should be wary

Experts Think

VITL has **strong pricing power** driven by strong brand loyalty and unique niche positioning

Strong pipeline of operational farms in Q2 & Q3 2025 and normalising chicken supply means output can be increased by over 30% this year

Benign deficiency which is not unusual for first formal audit, will be cleared up by next audit

Company Overview



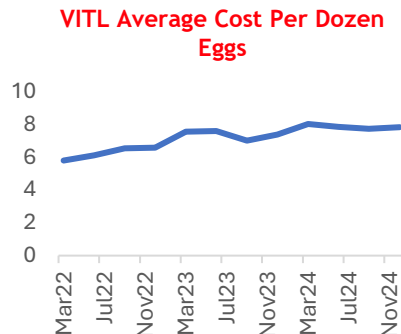
Eggcellent fundamentals

Business Overview

- Vital Farms, Inc. is a food company that packages, markets, and distributes eggs and butter in the United States
- It sources pasture-raised eggs from its **diversified network** of 425 farms with **stringent biosecurity standards**, insulating it from supply shocks
- It successfully carved a niche in **ethical and high-quality eggs**, establishing a loyal consumer base through **transparency** and successful marketing

Predictable egg pricing

- Resilient supply allowed VITL to keep prices steady in the midst of avian flu
- Lack of volatility shows pricing power: price of eggs halved in 2023, but VITL egg prices did not fall in that year

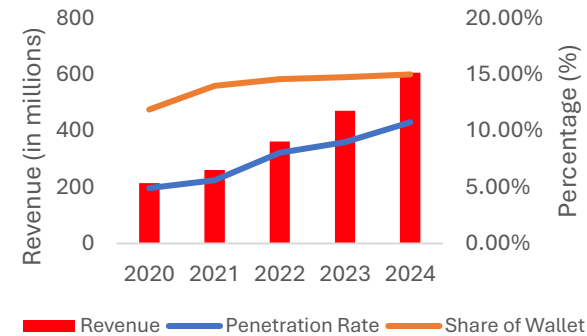


Financial Overview

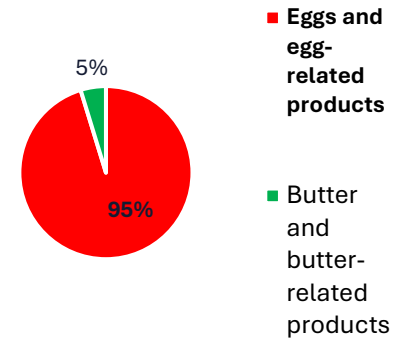
Healthy margins and financials

Gross Margin	37.9%
EBIT Margin	10.5%
EBITDA Margin	12.6%
uFCF Margin	6.5%
Altman Z-Score	11.9
Current Ratio	3x

Revenue Drivers

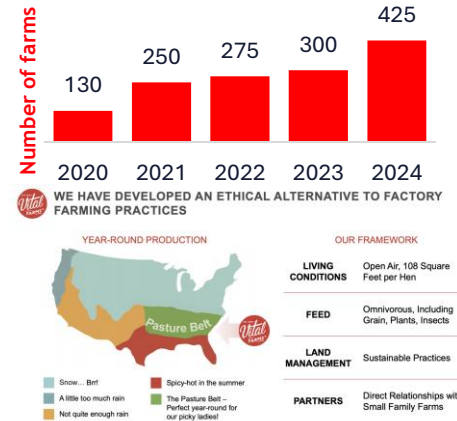


Revenue by Product



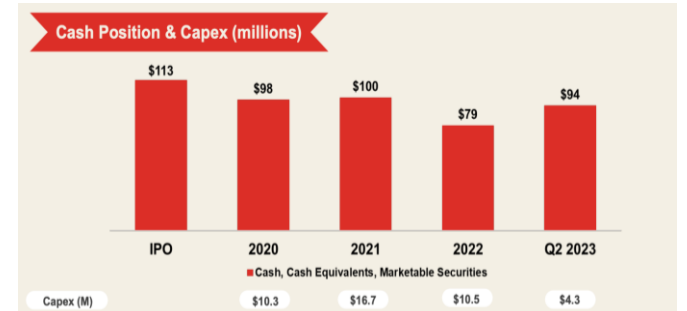
Farm Structure

- Number of farms has expanded rapidly, with another 250 to be added by 2027
- Branding: small local farmers with flocks of 20000 hens allow hens to roam free, rather than factory farming practices used by peers



Capex funded by organic growth

- VITL maintained strong balance sheet while self-funding growth
- No net debt



Industry Overview

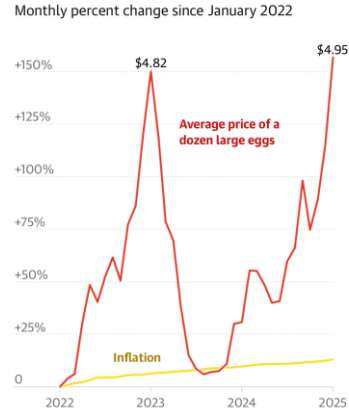


Laying the foundations

Broader Egg Industry

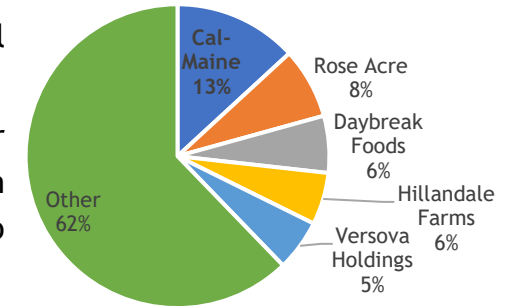
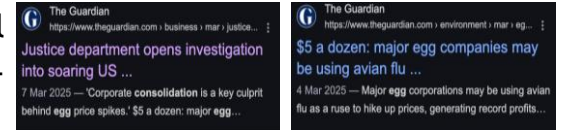
Soaring egg prices... bird flu or something more sinister?

- 166M chickens culled since avian flu started in 2022, causing a 9% drop in egg-laying hens
- Cost of large eggs (in dozens) hit \$4.82 in January, more than 2.5X the average price three years ago
- According to Food and Water Watch, the highly concentrated egg market may also be contributing to the soaring consumer prices and the spread of the virus

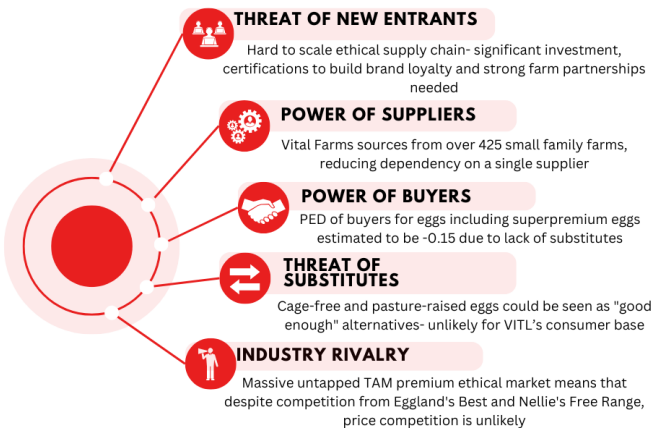


Possibly sinister: egg prices might stay higher for longer

- Top five egg companies own 38% of all U.S. laying hens, and the largest, Cal-Maine, controls 13% of the market
- Number of egg producers in the US fell from 2500 in 1986 to 700 in 2002
- They get their eggs from fewer, larger and more inhumane farms, going from 62,000 hens per farm in 1982 to 925,000 hens or more per farm by 2012



Porter's Five Forces: moats in superpremium category



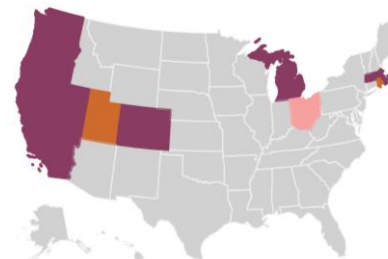
Superpremium subsector

Secular tailwinds from ethical trend

- Ethical food market has a projected CAGR of 7-8%
- 10 US states cracked down on caged eggs, more to follow
- But cage-free does not guarantee humane practices
- Opportunity for truly ethical players to establish trust

"(After avian flu over), caged eggs continue to lose and the superpremium sector... continue to grow" - Industry expert

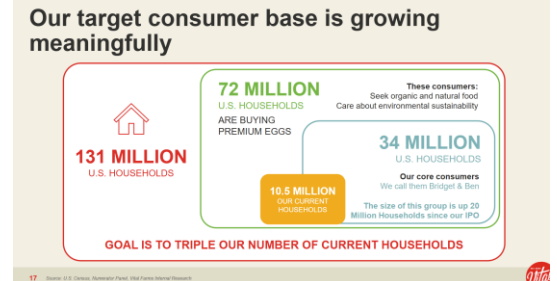
None ■ Battery cages banned and ban on in-State sales of products from operations using battery cages ■ Moratorium on new battery cage operations ■ Battery-caged production banned



"Cage free is something that was driving growth, but it has taken a huge PR hit" -Former VITL employee

Strong TAM to tap into

- 14 million US households choose VITL
- 72 million buying premium eggs, and 34 million identified as core TAM for superpremium eggs



Market Expectations



Market is skeptical of recent success

The story: Massive gains from avian flu offset by short-sellers' skepticism



- 1 VITL launches ad campaign "keeping it bullsh*t-free"
- 2 VITL price spikes due to avian flu affecting many other egg prices
- 3 Q4 showed an EPS of \$0.23, beating \$0.16 EPS expectations,
- 4 Stock is volatile due to accounting control deficiencies report

Bears think

Pricing power unsustainable
Strong growth driven by high egg prices, will abate soon

Supply bottleneck may slow growth
Chicken shortage a drag on growth,

Margins to stay lower than competitors
Focus on quality keeps costs high

Accounting inconsistencies
Might require a restatement, possible regulatory scrutiny

In reality

- Incredibly strong brand loyalty
- Recent growth not due to VITL raising prices, driven by penetration growth

- 100 new farms to come online by Q3 this year, increasing output by 40%
- Supply more resilient due to strong biosecurity measures

- Investment into automation to bring down COGS & SG&A
- Feed input prices (corn & soybean) to fall this year

- No actual accounting inconsistencies found
- Experts: No restatement required + not unusual for first formal audit

VITL perceived as overvalued, but is that so?

- VITL's multiples are high compared to peers in the egg industry, leading to skepticism. But VITL's growth is peerless within the egg industry
- The market is pricing in a **8% revenue CAGR at 10% EBIT margin** for the next 10 years, vs 34% over past 5 years

Metrics	Revenue CAGR	EBIT Margin	FCF Margin
Historical	34%	9%	7%
Implied	9%	9%	7%

Lack of coverage compounds headline factor...

- Most recent Equity Report on Bloomberg was in **August 2024**
- Lack of coverage on pricing power and accounting driving **fear and mispricing**



... causing investors to be overly fearful

- High short float shows **unusual bearishness**

Short Percent of Float **19.07%**

Overly bearish sentiment since Q3 2024 because of supply chain and pricing power sustainability concerns.

Thesis 1: Uniquely Differentiated Positioning Drives Strong Brand Loyalty



Why did the chicken cross the road? To be raised on a VITL farm

Only egg company to reliably ride on ethical trend

- Consumers worried about ethical consumption
- Egg industry saturated with **false advertising** - anyone can call themselves “free range” or “pasture-raised”
- VITL’s **ethical niche**: VITL hens have 108 sq. ft of pasture backed by Certified Humane®

Where Do U.S. Consumers Stand on Ethical Consumption?

Share of respondents who say the following aspects of sustainable/ecological consumption are important to them*



“Cage-free eggs only get one square foot per hen... free range doesn’t necessarily mean they roam outside” - Industry expert

VITL branding is more valuable than “cage-free” or “pasture-raised” certification

- Labels are bulls***, VITL is not “free range”, it is “bulls***-free”
- VITL emphasizing brand name rather than certifications
- Over time, “pasture-raised” label smaller, logo bigger

“that speaks to the fact that it’s not about the term or the claim. It’s about the brand” - VITL



Differentiation: Small local farms vs factory farming, transparency and stringent controls

- VITL: **425 family farms**, 20000 hens each
- Cal-Maine (biggest organic) : **49 “shell egg production facilities”** with 51M hens
- Only traceability initiative, lets customers see where their eggs come from - virtual tour of the exact farm

Our hens need a minimum of 108 square feet of pasture each, which requires at least 52 acres for 20,000 birds.



Quality and taste is genuinely better, driving brand loyalty

- Vital Farm’s eggs known for their **rich orange yolks** and **superior taste**
- Blind taste test of eggs and butter: **Clear improvement in taste and size** over regular brown eggs, ranked **#1 brand** of 11 brands for butter
- Customers: vital farms eggs taste “fresher and richer” than conventional brands with many saying they “won’t buy any other eggs”



Generic

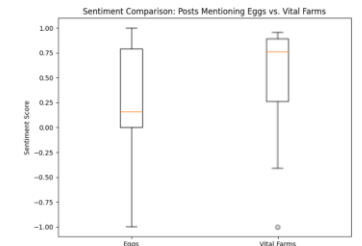
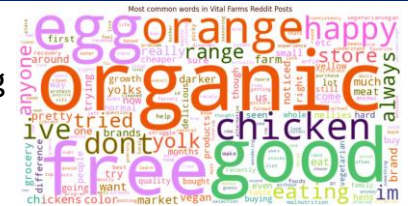
Vital egg

	brown	Vital regular	Vital Organic
width (cm)	4.35	4.45	4.5
std. dev	0.1337494	0.137032	0.0948683
height (cm)	5.65	5.8	5.7
std. dev	0.1763834	0.1763834	0.2068279
mass (g)	62	60	63

Vital Farms, Large Grade A Eggs, Brand: Vital Farms
4.9 ★★★★★ 8,288 ratings | Search this page

Sentiment analysis

- Brand awareness: **only VITL** is mentioned a significant number of times online, vs generic egg brands lumped into broader category of “egg”
- Sentiment analysis on Reddit posts related to VITL shows a **strong positive sentiment** compared to control term of “eggs”
- Word cloud: bias for positive words including their signature orange yolks



Thesis 1: Unique Differentiation Drives Household Penetration and Wallet Share



Eggciting growth prospects

Excellent marketing and online presence drive brand awareness...

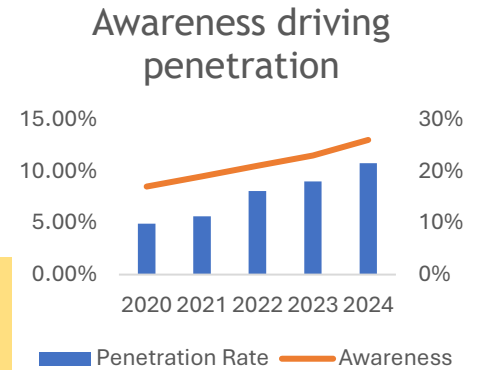
- The brand boasts the **strongest social media following** of its peers
- Viral “Put an Egg on It” campaign generated **70M impressions** in 3 days
- Brand awareness: not just that it exists, but also of its **values**. People don’t trust certifications, they want to see videos of **free roaming chickens**:



... which in turn drives household penetration

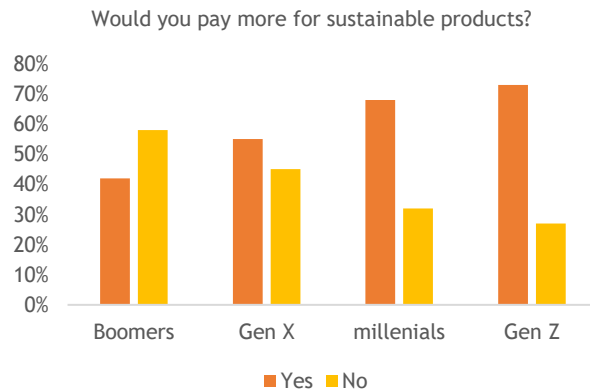
- VITL relies heavily on awareness to penetrate its TAM of 34M ethically-conscious households who may not be fully informed yet
- Awareness: Getting target consumers to realise that “cage-free” and “free range” are “**bulls*****”, and get them to make the switch

“What is exciting for us is that brand awareness is pulling away from our closest competitors... we’re converting that awareness into more households who buy Vital Farms” - Q4 earnings call



TAM is growing as consumers respond better to ethical niche...

- Whole foods (2023): 70% of gen Z are willing to pay a premium for “sustainable, high quality foods”
- Markets are experiencing a **fast-growing middle class**, which is leading to **growing awareness of ethical consumption** (Kravets & Sandikci, 2014)



... which VITL capitalises on to drive wallet share increases

- Previously mentioned: transparently ethical practices **drive brand loyalty**
- Manifests in 36% of customers thinking of VITL eggs as **unsubstitutable**
- Share of “heavy buyers” (8+ purchases per year) increased from 11% in 2023 to 13% in 2024

If you’re looking for eggs that are not only delicious but also ethically produced, I highly recommend giving Vital Farms a try - *Amazon review*

Many of our consumers do not accept substitutes



Across our most recent research, **36%** of Vital Farms shoppers will leave the store with **NO EGGS** if they don’t find their Vital Farms product

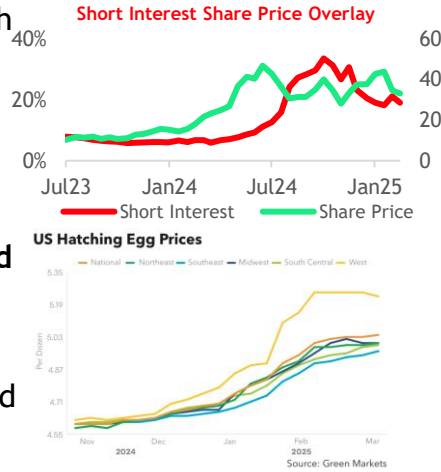


Thesis 2: Pricing Power and Growth will Remain after Egg Prices Normalise

VITL's pricing power remains a cluck above the rest

Market betting that pricing power unsustainable

- Markets think growth is due to strong pricing power, which will abate when egg prices normalise
- Short interest peaked in Q3 2024, when share price driven up by high egg prices and shortages

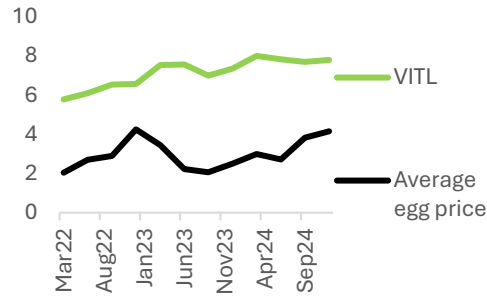


But VITL did not hike prices during avian flu...

- VITL kept egg prices stable, inducing consumers to try VITL eggs given narrowing price differential

"We're not playing a short-term game of... gaming the pricing in the marketplace... We're building a brand for the long haul"
-VITL CEO

No significant price hike



... which continues to pay dividends

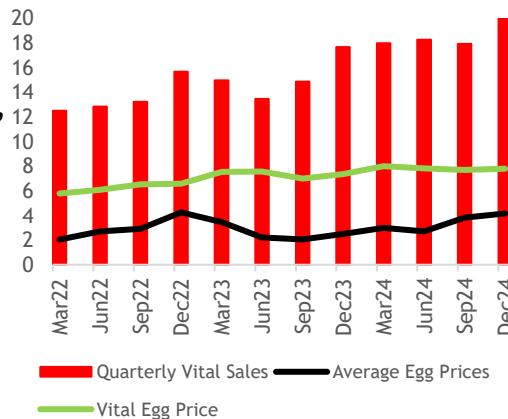
- Keeping prices steady drove "trials" - new consumers tried VITL and liked them, driving household penetration
- VITL consumers are sticky, new consumers from the crisis stuck around

"If we could hold out on (raising prices)... we really drive that trial, which we were spending so much to get" - Former brand manager at VITL

"When we get that trial, we do see a good repeat just based on the consumer experience and how high the quality is" - Former brand manager at VITL

Historical precedent suggests pricing power is here to stay...

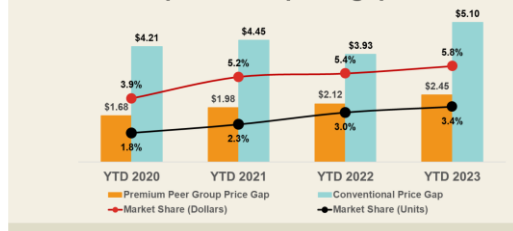
- History repeating: egg prices previously elevated in 2022 due to avian flu
- When egg prices corrected sharply in 2023, VITL egg prices sales increased year on year for every quarter
- VITL still managed strong revenue growth of 30% in 2023
- While egg prices are volatile, Vital's egg price trajectory is a steady uptrend



... and historical trend suggests pricing premium can increase

- VITL's had strong pricing power egg prior to the avian flu, historically commanding a premium
- Steadily widening price gap narrowed in 2024. There is room for it to widen again when ordinary egg prices fall.

Consumers are willing to spend for Vital Farms, irrespective of price gaps



"I want to say (maximum price gap) was around \$3, maybe \$3.50 or something to cage free" - Former VITL employee

Thesis 3: Management is Mission-focused, Ethical and Focused on Quality



No bad eggs in management

Ethical founder still calls the shots

- Founded by Matthew O'Hayer to set an industry benchmark for **quality and sustainability**
- O'Hayer is **chairman of the board** and still owns **16% of shares**, showing his confidence and active involvement in the company's vision

“ We've been a purpose-driven business since day one, challenging ourselves every day to forge a path that we believe raises the standards in the food industry ”

Management has a bold vision for 2027...

- Revenue: **1B revenue** at over 65% gross margin
- Supply: **Add 250 farms**
- Sustainability: reducing carbon intensity by **25%**
- Expanding roles for McKeon and Pappas, both instrumental in **marketing strategy**

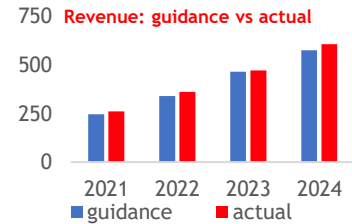
Vital Farms announces leadership expansions

Two senior execs receive promotions to help achieve the company's goal of achieving \$1 billion in annual net revenue by 2027.

January 21, 2025

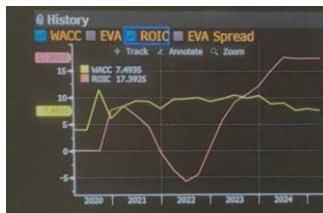
... and has a track record of delivering on its goals and guidance

- Achieved zero-waste goal at egg processing facility
- Management underpromises and overdelivers: revenue **consistently beats guidance**
- Indicates they can hit 2027 targets, which are **not yet priced in by market**



Management makes value additive long-term investments as part of 2027 goals

- Strong investment pipeline
- Operational by Q4 2025: automation of egg processing
- Operational by H1 2027: second washing and packing facility, expanding capacity
- Track record of **strong ROIC, value-additive investments**



This new facility, which the company anticipates will break ground in mid-2025, is designed to generate more than \$350 million in additional revenue capacity for the brand once fully operational in early 2027. 13 Jan 2025

<https://investors.vitalfarms.com>
 Vital Farms on Track to Deliver Strong Growth in 2025 with Key Investments in

Management is focused on quality control...

- High standards: VITL **scaled down** butter production when farmers did not meet standards
- Butter now sourced from alternative suppliers to **maintain product integrity**

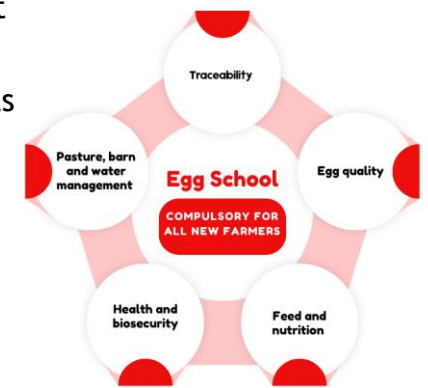
Vital Farms Raises the Golden Standard for Butter; Now 90% Grass-Fed Through New Dairy Supplier

Vital Farms
 April 22, 2024 • 3 min read

... reflected in stringent farmer selection and continued support and quality control after selection

- **Rigorous farmer screening** + fair contract terms and clear expectations ensures steady supply of farmers with aligned goals
- After signing, **monthly farm visits** and **regular audits** ensure quality

SUPPORT	GATHERINGS	COMMUNICATION
Weekly contact	Regional meetings monthly	Quarterly newsletters
Monthly visits	Annual meeting each fall	Annual calendar
Incremental visits if needed		
Weekly production analysis		
Perform internal audits		
Team is on call 24/7		

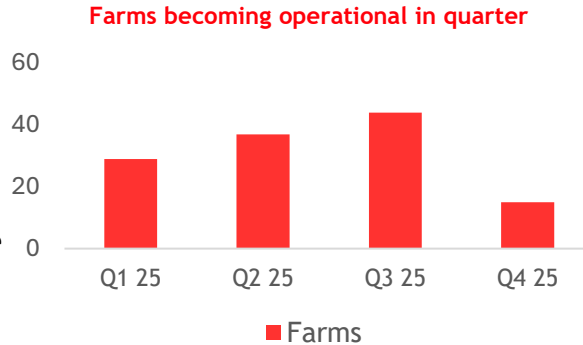


Thesis 4: Supply to Remain Resilient in Near-term and Improve Longer-term

Solving the chicken and egg problem

Supply bottlenecks to ease faster than market expects

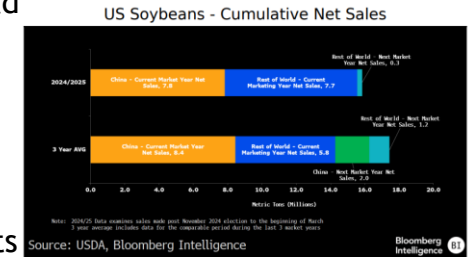
- 125 farms signed in 2024, will lead to a 40% increase in supply
- Only about 25 of these farms have become operational, and the majority will follow by Q3 this year on an 8 month onboarding schedule
- Automation of egg processing with installation of MOBA system projected to increase plant production capacity by 30% in Q4 and reducing labour costs



Vital Farms to boost egg production by 30% with new automation tech
 Installation of the state-of-the-art MOBA egg grading system – used for washing, sorting and packing eggs – will start in the first quarter of 2025 and is expected to be operational by the fourth quarter

COGS to improve meaningfully this year

- 10% fall in cost of corn and soybean would lead to 1.2% and 1.8% fall in COGS respectively (calculations in appendix 10)
- Brazil oversupply and China import tariffs in both corn and soybean markets putting downward pressure on price of both feed inputs
- Corn prices have already fallen 10% since their peak in Feb
- We expect a 1.5% to 2% fall in COGS in 2025, driven primarily by input prices going down, supplemented by automation



VITL farms to remain resilient in near-term

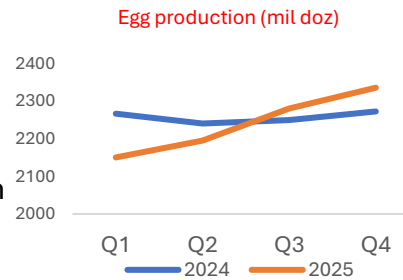
- Only one outbreak across diversified network of 425 family farms
- Exceptionally high biosecurity standards
- Hatcheries and pullet farms supplying birds to farms unaffected by flu, on track to bring farms online

Vital Farms on Track to Deliver Strong Growth in 2025 with Key Investments in Resilient Supply Chain and Farm Network Expansion
 January 13, 2025 06:00 ET | Source: Vital Farms

“Making biosecurity an ‘every day, every time’ practice is the best way to protect your birds” - USDA

Egg supply easing by Q3 this year

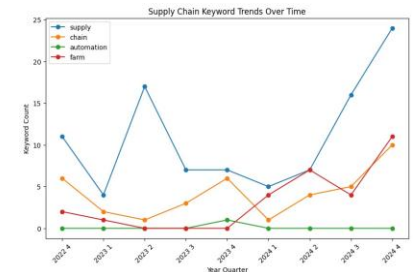
- USDA anticipates recovery of egg production by Q3 25
- Due to normalising of chicken supply, which VITL can tap onto to bring farms online



“Flock is expected to steadily rebuild, particularly in the second half of the year” -USDA

Long-term vision: rapidly expanding supply

- Management aware of the importance of increasing supply, as seen in increasing mentions of supply in earnings calls
- Plan to add 250 farms by 2027
- By H1 2027, second egg packing facility to become operational, supporting 165 farms



“Our growth is tied directly to how many eggs we can collect, wash and ship” - Q4 25 Earnings call



Valuation: What the Market Expects

10-year DCF with quarterly build used to forecast cash flows, we show the annual outputs here

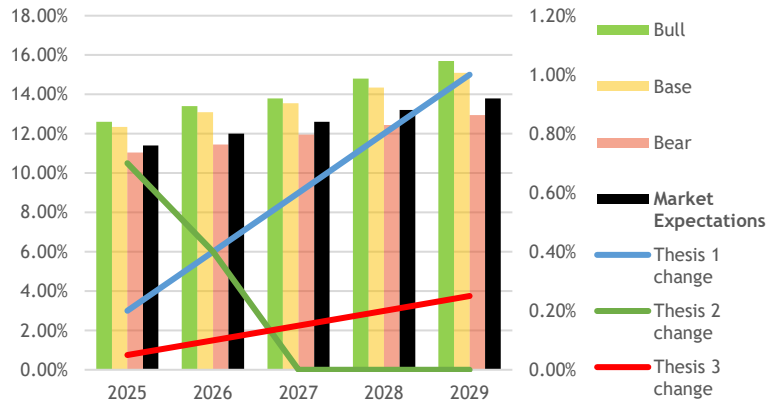
Drivers - What the Market Thinks	2024A	2025E	2026E	
Market is pricing in a fall in egg revenue growth to 0% in 2026 driven by falling egg prices, but is this realistic?				
% Household penetration (Eggs)	10.8%	11.4%	12.0%	<ul style="list-style-type: none"> Market thinks: Household penetration growth to slow from 1% to 0.6% We disagree: Vital's differentiation (Thesis 1), higher prices driving trials (Thesis 2) and strong management (Thesis 3) to sustain growth
% Wallet Share (Eggs)	15.02%	15.17%	15.32%	<ul style="list-style-type: none"> Market thinks: Growth of wallet share to slow from 0.2% to 0.15% We disagree: Growing awareness of how unethical other premium eggs are to drive wallet share (Thesis 1)
Average Vital Farms Egg Price (per carton)	7.83	7.95	7.59	<ul style="list-style-type: none"> Market thinks: Pricing power fall starting Q3 2025 We disagree: Growing awareness of how unethical other egg brands are to drive wallet share (Thesis 3)
Egg Revenue Growth (Derived from above drivers)	29.81%	9.98%	0.02%	<ul style="list-style-type: none"> Revenue = % Household penetration * Households * % Wallet Share * Wallet (in cartons) * Average Vital Farms Egg Price
% Butter Revenue Growth	11.8%	10%	8%	<ul style="list-style-type: none"> Market thinks: Entrance into new verticals fraught with danger We disagree: VITL's strong brand loyalty transferrable to verticals
% COGS Margin	61.9%	62.8%	62.6%	<ul style="list-style-type: none"> Market thinks: Low COGS in 2024 due to unsustainably high egg prices We disagree: Automation and falling input cost lowers COGS (Thesis 4)
% SG&A Margin	22.1%	21.9%	21.9%	<ul style="list-style-type: none"> Market thinks: SG&A will not improve significantly We disagree: Focus on new capacity will spread out SG&A (Thesis 4)
% Shipping and Distribution Margin	5.3%	5.5%	5.5%	<ul style="list-style-type: none"> Market thinks: Farm expansion to put stress on supply chain We disagree: Automation and falling input cost lowers COGS (Thesis 4)

Market is too bearish about near-term prospects of VITL given their strong pricing power, presenting a unique buying opportunity.

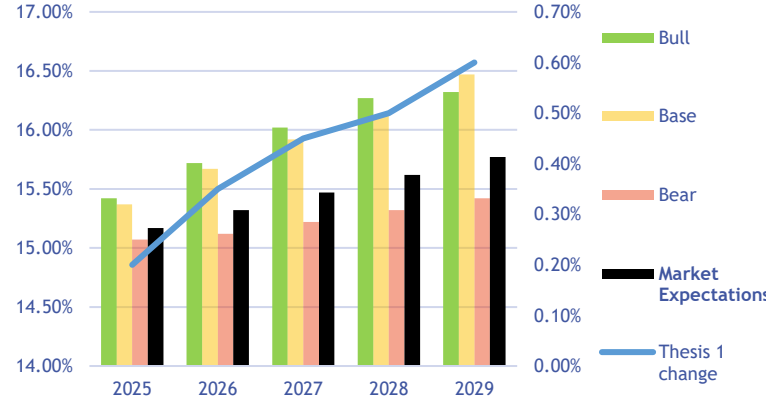
Valuation: Main Model Inputs

We show the delta from each thesis playing out under base case assumptions, and the 4 cases

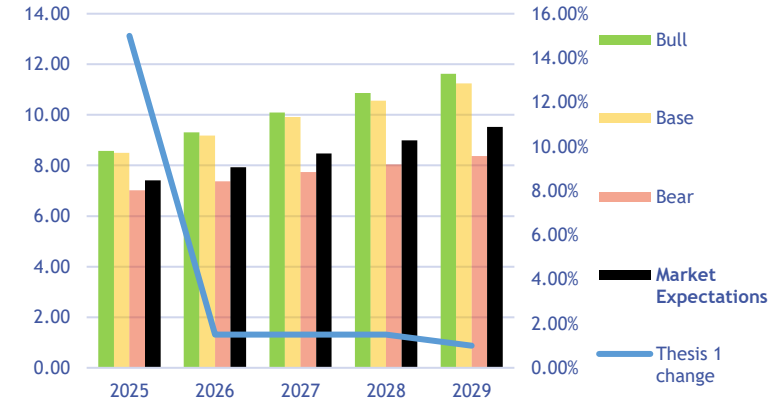
% Household Penetration



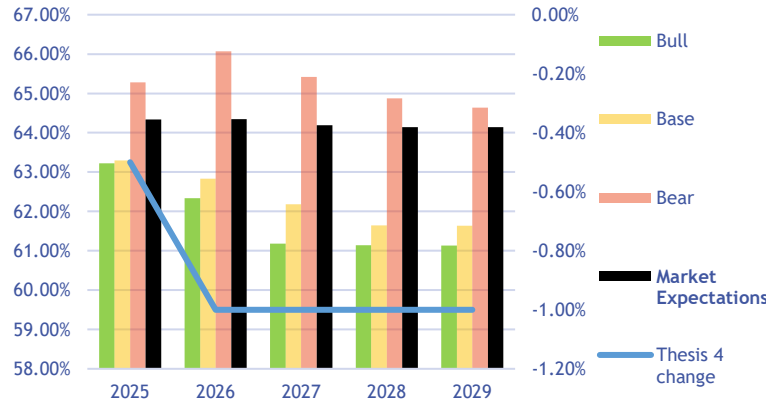
% Share of Wallet



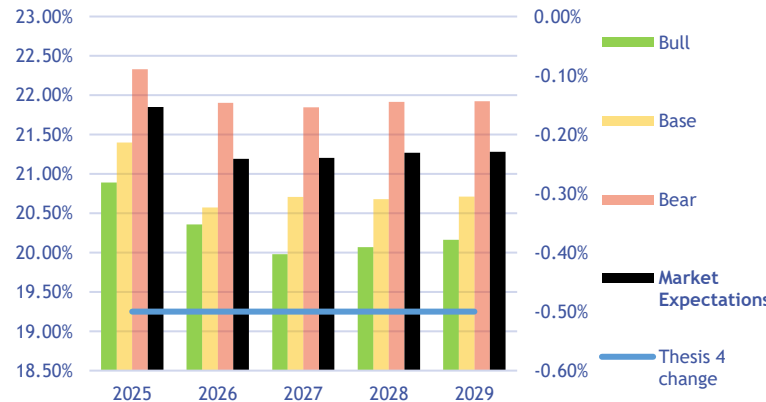
VITL Average Egg Price



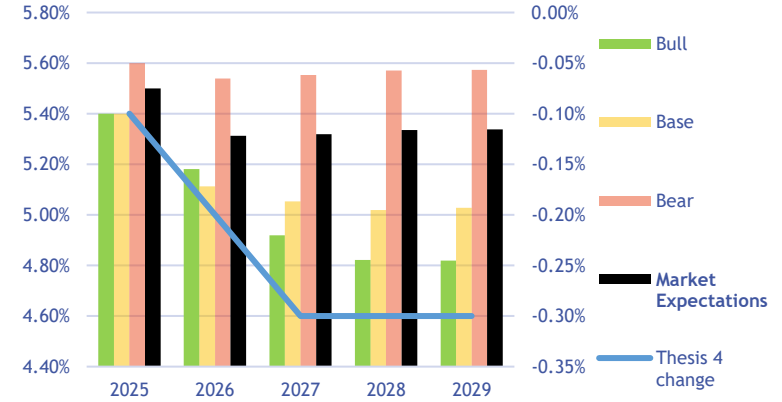
% COGS Margin



% SG&A Margin



% Shipping and Distribution Margin

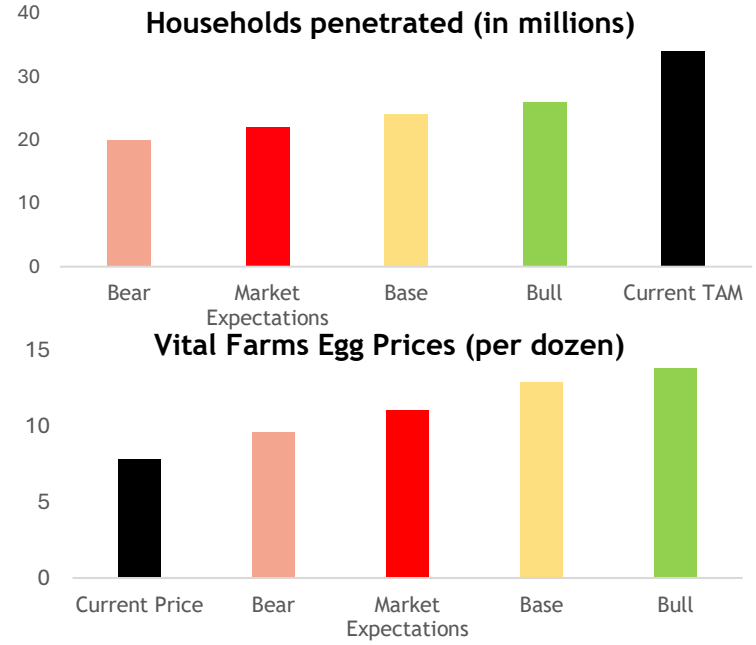


Drivers used are highly conservative, with our base case revenue in 2027 lower than management's 1B guidance, and our base case margins do not improve significantly beyond 2024, allowing us to estimate a margin of safety.

Valuation: Sense Checks, Sensitivity Analyses and Returns

Analyses show conservative assumptions with strong margin of safety, despite 65% weighted upside

Sense check: Conservative 2034 Numbers



Conservative PGR	Conservative WACC
2% Conservative given that bull case isn't close to TAM by 2034	8% Modelled by us to be conservative
	7.5% WACC modelled by Bloomberg

Sensitivity Analysis (Bull)

		Weighted Average Cost of Capital				
		6%	7%	8%	9%	10%
Gordon Growth Rate	66.84					
	1%	86.971134	71.49872	60.539171	52.392828	46.116143
	1.50%	93.900371	75.849532	63.447356	54.426862	47.588607
	2%	102.56192	81.070506	66.840239	56.751472	49.245129
	2.50%	113.69819	87.451698	70.850009	59.433715	51.122521
	3%	128.54656	95.428187	75.661734	62.562997	53.268111

Sensitivity Analysis (Base)

		Weighted Average Cost of Capital				
		6%	7%	8%	9%	10%
Gordon Growth Rate	54.80					
	1%	70.956628	58.550377	49.757898	43.218453	38.176617
	1.50%	76.503905	62.033468	52.086078	44.846821	39.355415
	2%	83.438002	66.213177	54.802288	46.707813	40.681562
	2.50%	92.353269	71.32171	58.012354	48.855112	42.184528
	3%	104.24029	77.707376	61.864433	51.360293	43.902204

Sensitivity Analysis (Bear)

		Weighted Average Cost of Capital				
		6%	7%	8%	9%	10%
Gordon Growth Rate	19.41					
	1%	24.281275	20.550021	17.899595	15.923413	14.39573
	1.50%	25.938475	21.590564	18.595118	16.409874	14.747886
	2%	28.009976	22.839215	19.406562	16.965829	15.14406
	2.50%	30.673334	24.365345	20.365541	17.607316	15.593058
	3%	34.224478	26.273007	21.516316	18.355717	16.106199

DCF with scenario analysis shows clear upside

Bull	<ul style="list-style-type: none"> VITL is able to raise prices and achieve growth after egg prices fall Margins improve due to investments 	+127% returns	25% probability
Base	<ul style="list-style-type: none"> VITL is able to maintain Q1 prices and achieve growth after egg prices fall Margins improve slightly 	+86% returns	50% probability
Bear	<ul style="list-style-type: none"> VITL fails to maintain Q1 prices and growth plateaus after egg prices fall Supply issues worsen, margins fall 	-34% returns	25% probability

Drivers used are highly conservative, with bull case penetration not reaching current TAM by 2034 and bull egg prices not doubling by 2034, allowing us to achieve a margin of safety.

Overall Weighted Return: +66%

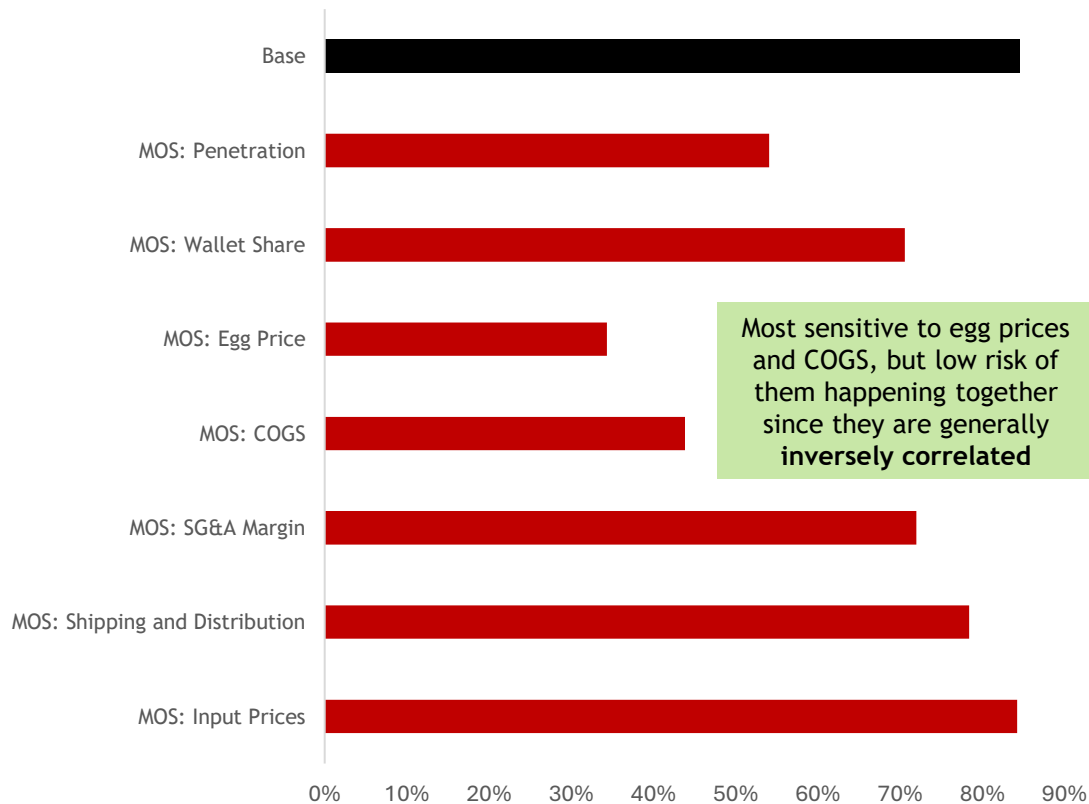
Valuation: True Comparables and Sensitivity Analysis show Margin of Safety



Sensitivity analysis of the comparables in appendix 24

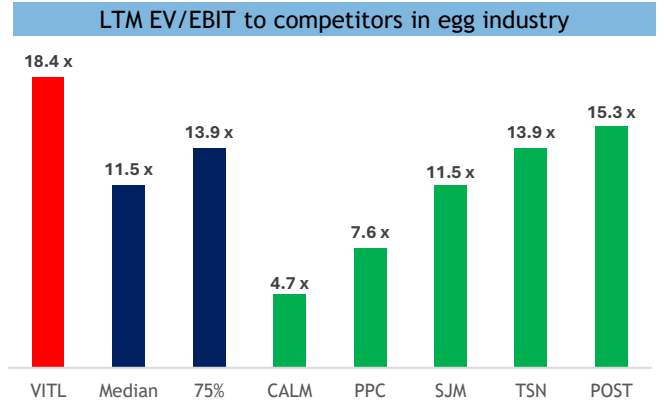
Sensitivity Analysis shows clear Margin of Safety

Sensitivity of multiple drivers tested with positive upside still, demonstrating high margin of safety



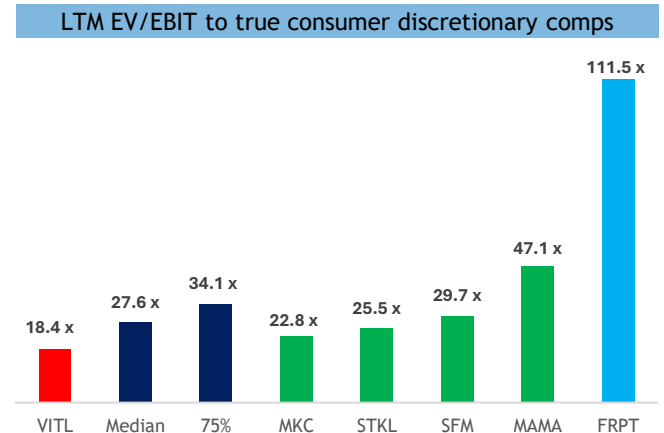
Multiples show overvaluation relative to peers in egg category...

- Compared to egg industry, 59% premium
- That's why investors are worried about overvaluation
- But they miss that they are **peerless in the egg industry**; which other egg brand has a 5Y CAGR above 30%?
- Egg companies thought of as **commodity companies**. But VITL is playing a different game, and cannot be compared with other commodity companies



... but are undervalued compared to true comparables

- 33% undervalued** compared to true comparables
- VITL's true industry: **sustainable consumer discretionary** with a strong appeal to the ethical consumer
- Conservative model: we excluded Freshpet because EV/EBIT was too high at 111, but it has a 5-Year CAGR and EBIT margin lower than VITL
- VITL undervalued given high CAGR and sustainable positioning

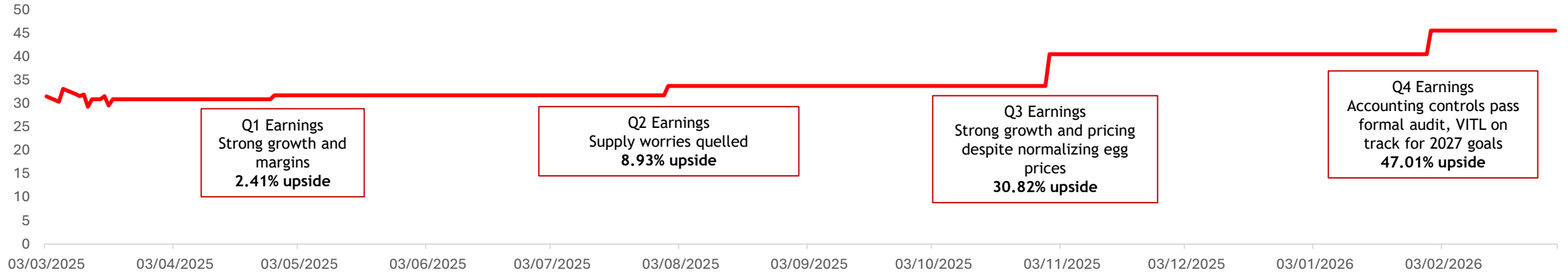




Catalysts and Annotated Event Path Timeline

Inputs and explanation of upside quantification in appendix 13

Annotated Event Path Timeline



Overview of Key Catalysts

High egg prices drive growth 1Q25-2Q25	Supply issues resolved 2Q25 - 3Q25	Short sellers forced to cover 3Q25 - 4Q25	On track for 2027 goals Q4 earnings and beyond
<ul style="list-style-type: none"> High egg prices continue to drive consumers to try VITL eggs, driving penetration and growth Lower corn and soybean prices lead to fall in COGS and rise in margins Strong growth and margins cause slight uptick to 20x EV/EBIT multiple 	<ul style="list-style-type: none"> Additional supply kicks in, farms become operational, sales increase Strong supply of eggs quells fears of supply bottleneck, demonstrates ability to easily expand capacity Causes a shift in market expectations on the supply-side, EV/EBIT multiple re-rates up to 21x 	<ul style="list-style-type: none"> VITL retains pricing power after egg prices normalize, short sellers realise their theses are wrong and cover their shorts Stock re-rates from 21x EV/EBIT multiple to 24x as people become more bullish on VITL's future prospects 	<ul style="list-style-type: none"> Automation improves margins Q4 earnings: accounting controls pass formal audit Q4 earnings call: VITL confirms it is on track to hit 2027 goals given strong earnings Stock re-rates from 24x to 26x EV/EBIT after accounting fears subside and strong growth

Risks and Mitigations



Tough egg to crack: strong Margin of Safety even when stress-tested with risks

Severity	Risks	How This Plays Out	Mitigations	Upside Left
!!!	Share Dilution Shares continue diluting at 5% CAGR without corresponding earnings growth	<ul style="list-style-type: none"> Market Expects: Continued share dilution to dilute EPS and erode investor confidence We Think: Not unusual for a growth company, pace should slow down as it matures 	<ul style="list-style-type: none"> FCF reinvestment remains incredibly profitable with ROIC at 17% and 5Y Revenue CAGR at 34%, share dilution is not value destructive Can afford to do buybacks to mitigate dilution when company matures and FCF reinvestment no longer as profitable 	19%
!!!	Supply Bottlenecks Issues with getting farmers on board or getting chickens	<ul style="list-style-type: none"> Market Expects: Farmers have strong bargaining power, worsens margins We Think: Strong pipeline of potential farmers 	<ul style="list-style-type: none"> Strong brand positioning and unparalleled premium commanded by Vital Farms eggs creates an incentive to be a Vital Farms farmer Company-owned farm supplements family farms, reinforcing resilience 	23%
!!	Falling Egg Prices Egg prices normalize by Q3, VITL cannot keep eggs at 8USD	<ul style="list-style-type: none"> Market Expects: Drop in regular egg prices leads to either fall in household penetration or fall in prices We Think: Historically did not affect revenue 	<ul style="list-style-type: none"> Strong brand loyalty, with its uniquely premium, ethical positioning makes VITL eggs unsubstitutable for some of its consumers Higher income consumer base is price insensitive, eggs are cheap 	35%
!!	DoJ Investigation DoJ investigates egg prices, forces industry to lower prices	<ul style="list-style-type: none"> Market Expects: Egg producers accused of collusion, putting pressure on them to lower prices We Think: VITL did not raise prices, will be unaffected 	<ul style="list-style-type: none"> Since VITL did not engage in price gouging while its biggest competitor did, DoJ investigation more likely to be a tailwind, emphasise its commitment to ethics and stakeholders in an unethical industry 	45%
!!	Genuine controversy emerges True, substantiated allegations of animal cruelty emerge	<ul style="list-style-type: none"> Market Expects: True controversy would damage brand loyalty and destroy premium positioning We Think: Ethical founder still at the helm 	<ul style="list-style-type: none"> Handled the controversy in 2021 well, with its strong social media machine kicking in to showcase its chickens roaming freely on its pastures Original founder still heavily involved, committed to ethical vision 	46%
!!	Broader Macro Weakness Weak consumer confidence, US potentially entering recession	<ul style="list-style-type: none"> Market Expects: Superpremium eggs is consumer discretionary, does poorly in recessionary environment We Think: VITL is recession-resilient 	<ul style="list-style-type: none"> Target consumer roughly corresponds to top 10-20% income households in the US, likely to still be able to afford VITL during recession Superpremium eggs cheaper than meat, objectively not that expensive 	47%
!	Accounting Control Deficiency Possible restatement needed	<ul style="list-style-type: none"> Market Expects: Restatement would lead to loss of investor confidence, expose management weakness We Think: Restatement not needed 	<ul style="list-style-type: none"> VITL was preparing for its first formal audit to be in 2026 not 2025, so it did not have controls in place for 2025. Will be in place by 2026 Not unusual finding for first formal audit, gets rectified subsequently 	76%

Appendix 1: Delicious Channel Check at Homestate in Hollywood



I flew to L.A. to try Vital Farms eggs (amongst other reasons) and was not disappointed

Homestate: breakfast restaurant placing strong emphasis on quality



EGGS

Our eggs come from Vital Farms, which started on a single farm in Austin, TX and now works with over 250 small family farmers raising pasture-raised hens. The hens enjoy the freedom to forage through their native grasses in the fresh air and sunshine. We believe that pasture-raised is the highest animal welfare standard and most important attribute when choosing eggs. And as it turns out, happier, healthier hens produce tastier eggs and breakfast tacos!

Taste check: passed with flying flavours

- Homestate makes a big deal out of serving pasture-raised eggs from VITL
- Strong emphasis on serving ingredients from ethical and high quality farmers, and I can see why!
- Tried their egg taco, and the quality of the eggs blew me away!
- Mini-interview with waitress: VITL eggs genuinely make a difference taste-wise
- For a nationwide restaurant chain, sourcing local is tough for supply chain, VITL is the best alternative



Appendix 2: Industry Experts Agree Superpremium Pricing Here to Stay



CEO of Egg Innovations: Post-avian flu, caged eggs continue to lose, superpremium will maintain pricing power

What happens is some of that will stick around because some of it is out of necessity created trial. Someone maybe didn't intend to buy a pasture egg, but it was the only thing they could buy, so they bought it. They had a good experience. They saw these robust golden yolks, the eggs were good, whatever. Some of that will stay, but not all of it. The losers clearly caged again, partly because of animal welfare, partly because of mandates.

Again, Colorado and Michigan are the latest to join the list of exclusively cage-free. Right now, today, any egg is sold out of superpremium simply because of overall supply demand. When the dust settles out, if we fast forward to July of 2025, I will tell you caged eggs continue to lose and call it the superpremium sector, free-range and pasture continue to grow.

CEO of Egg Innovations: Premium egg prices to stay at 6-7USD

Again, we've always said there's never been a market so high we can't wreck it. I would tell you that by July of next year, we'll get back to commodity eggs being \$2, premium eggs being \$6 and \$7. The brands are going to have to see how good their marketing people are. Right now, the clear winners have been the superpremium set of the category.

Appendix 3: Former VITL Brand Manager on Evolution of “Cage-free”



Cage-free eggs as a big driver of sales...

In eggs, you could say conventional to Styrofoam pack. That was declining in sales. And then cage free, which had a real boom around the time where I believe McDonald's and some other big players that Panera were moving to all-cage free eggs by 2025. And so that really shed a spotlight on for consumers what is cage free.

... But it is susceptible to a wide range of interpretations

A lot of free range is a cage-free facility. So a lot of hens per square foot in a barn with just a door open. That door open is like the loopholes, if there's an open door that they could possibly get out then its free range. And so that's a pretty nice description for customers is free range essentially, I'd say that to say free range is just murky middle.

And I think my experience with these free range from anecdotally inside of their walls and then private label is they don't taste any different than a cage-free egg. They don't look any different and it's because a lot of times they're not living actually that different of a lifestyle. Pasture raised is kind of a flexible term, which is, at first, we thought, wow, what a bummer they're going to come in and ruin pasture raised.

... leading to skepticism amongst consumers

Cage free is something that was driving the growth, but it has taken a huge PR hit when people really understand what it is and it's becoming more mainstream. So that like there's the story of eggs in general, not being evil for you.

Cage free is no longer by a large percentage of consumers seemed as a premium egg or an egg doing anything better. Then free range is if murky middle like, so they have access, but they don't. So what pasture raised really allows you to tell the stories they are out on pasture every day.

Brand reliability thus trumps certifications

And what we realized then is we can't rest on the pasture-raised label because all of these private label or smaller brands are going to come in, claim pasture raised, not have the same standards for us, and that will really degrade that and so that's where we really leaned into the logo got bigger on pack.

Our messaging became Vital Farms, then pasture raised as opposed to let's tell people with pasture raised is. And I think that strategy has really lent itself to some success long term because you can go try a pasture raised at Costco and the yolk just looked the same and it tastes kind of different.

Then there's the introduction of premium features into eggs, and then there's now the understanding of what those mean, where you saw a lot of natural brands using cage-free eggs in their ingredients, and they don't really call that out any more that is where we're assuming there's a premium.

Appendix 4: Former VITL Brand Manager on Marketing Strategy



Target consumer: not fully educated on “cage-free”, strong TAM opportunity

And what we quickly learned was we had two consumers, one, David Moniker of Phyllis, who would buy our eggs at \$20 per carton and did. And then we had a growth consumer Abby, who is more of the affluent millennial. Their perception of cage-free was that it was pasture raised and that was really the big unlock for us as we moved, in your words, from natural grocer to the supermarket, was understanding that consumer and what their perception of cage-free eggs were. And they thought basically that cage-free eggs are pasture-raised eggs.

So our job was then to really trade up that consumer \$2 from the cage-free to the pasture raised, and it really was just all about awareness and education of what that means. And we had a big campaign that helped us do that. And then along the way, I

Guerilla marketing brings about awareness while emphasising VITL’s value proposition

you. And essentially, what we had heard was oh, it means they're out in the pasture, roaming around. So the first way we did that with an awareness campaign called cage-free, and excuse my language, but bulls***-free. We are bulls***-free eggs and really just broke that down. The brand tone of voice is mindful, playful, savvy.

So finding that balance of how you can help drive understanding, but not just be constantly educating. I think that's one thing that Vital Farms does really well, is they keep it light, whether it's their pack or their advertising or the little newspaper inside the pack, the Vital Times. It's just a really charming brand. And so within that charming package, do you know that cage-free eggs only get one square foot per hen. And then free range doesn't necessarily mean they're outside.

And then it's simply kind of showing. Pasture raised means they're outside and they have 10 square feet per bird under the

I think last year when Twitter changed to X, they had a viral guerilla marketing campaign all around San Francisco, which is a key market that said fly away birdie out of your cage like our hens. It's finding those cheeky and smart creative agency partners who are helping them connect cultural moments into a thought starter. Like one thing that we always talked about was planting a seed of doubt with the current product they're buying.

Consumers don't always think about, oh, you get to the egg aisle. I'd say, "Great, I don't want to spend \$5. I want to spend \$3, so I'll take it. Here." So it's a commodity category that doesn't have a lot of thought or intent around it. So there's a lot of how do we plant to seed of doubt for them to discover themselves. What do you mean not like cage-free? What is cage-free then?

Appendix 5: VITL's Drivers of Trial and Retention



Trial as most important driver, quality takes care of retention

It's all when you get the combination, truly a product experience. So the trade and promotional sales calendar is really built on how do we drive trial at key times. And so when we get that trial, we do see a good repeat just based on the consumer experience and how high quality the product is.

Keeping prices steady when egg prices high drives trial

I also think the resiliency and consistency of the supply chain allowed us to hold out on taking price longer and we knew it was a game that, hey, if we could hold out on closing that gap as those astronomical prices came around COVID time and after that we really drive that trial, which we were spending so much to get the trade and upper funnel marketing dollars.

Quality of eggs drives repeat purchase

And then I think there is truly a difference in the product experience. I think there's only one egg company that has a similar flavor, similar egg-yolk profile. You go and you spend those \$2 extra, you feel the thicker yolks, you have that charming pack -- or the thicker shells. You see the orange yokes. And then say you go back to cage-free a week later when Vital Farms is no longer on deal. All right, well, there's that thin eggshell, that pale yellow yolk.

We saw a lot of high repeat purchase, higher than a lot of other eggs in the category. We think that's really driven by the quality of the product and that you can back it up with real reasons why. I think that's a challenge for a lot of the natural food brands. You will sell all these things that make you different, but then the product experience isn't actually any better. Vital Farms has the benefit of here all these things that are good about it and then the product experience really backs that up.

Transparency drives perception of quality

From the side of the carton, there's a QR code. You scan it and you enter the three-, four-digit code or whatever, it's on the side, and it will show you the farm where those eggs came from. So really under the idea of if we've got nothing to hide, let's not hide anything, and Vital Farms is truly a business that doesn't have anything to hide.

And I think that's why you see that continued growth, is the more consumers that macro trends educate, you go and you see this is legit. The yokes do look darker because they're out on pasture, not stuck inside in a warehouse. So I think there's that combination of continually and in different ways, showing the farm and finding those cheeky ways to educate.

Appendix 6: Former VITL Brand Manager on Target Audience and Pricing



Target consumer: Affluent millennials to healthy boomers

And what was really surprising to see is not only was it the affluent millennial consumer that I think, common sense wise, a lot of people could figure out, but it was also the aging boomer population, healthy empty nesters, we call them, that were as equal part of our growth. And so it was really focusing on those two groups. And then as I left the company, how do we appeal to both of these groups, put ourselves the same message. We're not splitting messaging, but how do we put ourselves in front of both of those two groups where they're at.

Massive 3.50USD price gap over premium “cage-free”

willingness to pay here. How much is too much in terms of price gap?

Former Brand Manager at Vital Farms

Yes. We did some elasticity work that was around the time I want to say it was around three, maybe 350 or something to cage free.

VITL embraces its premium pricing

I think another one that in relation to price is Vital Farms isn't afraid to be the highest priced item on the shelf and they actually prefer it because it does validate that premium. So a piece on that is if you look at their portfolio, they launched organic eggs and they launched Blue Heirloom Eggs that are more expensive price premium for organic.

Appendix 7: Former VITL Brand Manager on Supply Chain



Within eggs, long waitlist for farmers due to pricing premium

Former Brand Manager at Vital Farms

This one is like the tale of two Vital Farms.

The reason Vital Farms as an egg business worked so well is that vertically integrated model where the farmers where Vital Farms has to work and they have Vital Farms grower support team that goes there and there's a waitlist for farmers to come on because they're getting paid more.

Egg Central Station allows for substantial economies of scale

I think Egg Central Station really allows them to cut costs, but they don't want to go below that in market to follow some of the crazy stuff that has happened in the category from a cage-free supply perspective or any of those things.

Resilience of diversified small farms

cage-free facilities. Vital Farms supply chain is at this point, probably 200 or 300 small family farms that are now connected to each other in terms of one block of security.

So they're really resilient from a supply chain standpoint where they'll take advantage of a lot of those opportunities. But from the

Appendix 8: Sentiment Analysis

Sentiment analysis code and results

Code

```
def convert_quarter(q):
    parts = q.split()
    year = int(parts[0])
    quarter = int(parts[1].replace('Q', ''))
    return year * 4 + quarter

quarterly_counts['sort_key'] = quarterly_counts['year_quarter'].apply(convert_quarter)
quarterly_counts = quarterly_counts.sort_values('sort_key')

print(quarterly_counts)
```

	year_quarter	supply	chain	automation	farm	sort_key
0	2022 4	11	6	0	2	8092
1	2023 1	4	2	0	1	8093
2	2023 2	17	1	0	0	8094
3	2023 3	7	3	0	0	8095
4	2023 4	7	6	1	0	8096
5	2024 1	5	1	0	4	8097
6	2024 2	7	4	0	7	8098
7	2024 3	16	5	0	4	8099
8	2024 4	24	10	0	11	8100

Results

```
Number of posts mentioning eggs: 348
Number of posts mentioning Vital Farms: 32

Average Sentiment:
Eggs: 0.294
Vital Farms: 0.716

T-test results:
t-statistic = -3.303
p-value = 0.014
```

More code

```
vital_posts = df_filtered_reddit[
    df_filtered_reddit['text'].str.contains("Vital Farms", case=False) |
    df_filtered_reddit['text'].str.contains("VITAL", case=False)
]

# display counts
print("Number of posts mentioning eggs:", len(eggs_posts))
print("Number of posts mentioning Vital Farms:", len(vital_posts))

# avg sentiment [per group]
eggs_avg_sentiment = eggs_posts['sentiment'].mean()
vital_avg_sentiment = vital_posts['sentiment'].mean()

print("\nAverage Sentiment:")
print("Eggs: {:.3f}".format(eggs_avg_sentiment))
print("Vital Farms: {:.3f}".format(vital_avg_sentiment))

# t-test to test diff
if len(eggs_posts) > 1 and len(vital_posts) > 1:
    t_stat, p_val = stats.ttest_ind(eggs_posts['sentiment'], vital_posts['sentiment'], equal_var=False)
    print("\nt-test results:")
    print("t-statistic = {:.3f}".format(t_stat))
    print("p-value = {:.3f}".format(p_val))
else:
    print("\nnot enough data to perform a t-test.")

# Visualise w boxplot
data_to_plot = [eggs_posts['sentiment'].dropna(), vital_posts['sentiment'].dropna()]

plt.figure(figsize=(8,6))
plt.boxplot(data_to_plot, labels=["Eggs", "Vital Farms"])
plt.ylabel("Sentiment score")
```

Showing some actual comments

source	label	created_at	text	sentiment	upvotes	num_comments	
0	Reddit	"Vital Farms" OR "pasture-raised eggs" OR "eth...	2025-03-11 19:42:20	Global Value Investing in Our Era Li Lu Global...	0.9982	5	0
1	Reddit	"Vital Farms" OR "pasture-raised eggs" OR "eth...	2025-03-04 15:12:39	How has the economy not priced in how terrible...	-0.9132	398	456
2	Reddit	"Vital Farms" OR "pasture-raised eggs" OR "eth...	2025-02-26 22:49:11	Wrote this about the US economy Anyone who saw...	-0.9404	293	232
3	Reddit	"Vital Farms" OR "pasture-raised eggs" OR "eth...	2025-02-26 15:55:58	This sounds odd but I opened a long position i...	-0.7906	71	35
4	Reddit	"Vital Farms" OR "pasture-raised eggs" OR "eth...	2025-02-13 23:28:48	INFA Informatica latest earnings Golden goose ...	-0.4939	11	8
...
710	Reddit	"Vital Farms" OR "pasture-raised eggs" OR "eth...	2024-04-06 22:07:17	Im sick of cheap customers Why is it that nobo...	-0.8906	140	78
711	Reddit	"Vital Farms" OR "pasture-raised eggs" OR "eth...	2024-04-04 02:02:01	CalMaine Foods halts egg production at Texas f...	-0.3818	6	0
712	Reddit	"Vital Farms" OR "pasture-raised eggs" OR "eth...	2024-03-30 23:17:30	Patriarch of Canadas largest familyowned egg f...	0.0000	8	0
713	Reddit	"Vital Farms" OR "pasture-raised eggs" OR "eth...	2024-03-19 00:59:49	Vital Farms Does anyone have experience dealin...	0.8834	15	55
714	Reddit	"Vital Farms" OR "pasture-raised eggs" OR "eth...	2024-03-17 16:52:53	Whats up with these eggs Bumpy egg and nipple ...	0.6597	7	9

Appendix 9: USDA Expects Chicken and Egg Supply Recovery by Q3 2025



The chicken and egg problem finally has a solution

U.S. Quarterly Animal Product Production 1/

Year and Quarter		Beef	Pork	Red Meat 2/	Broiler	Turkey	Total Poultry 3/	Red Meat & Poultry	Egg	Milk	
		<i>Million Pounds</i>								<i>Mil doz</i>	<i>Bil lbs</i>
2023	Annual	26,967	27,302	54,448	46,387	5,457	52,431	106,880	9,142	226.4	
2024	I	6,560	7,094	13,699	11,430	1,269	12,834	26,533	2,266	57.0	
	II	6,766	6,714	13,523	11,654	1,306	13,105	26,628	2,240	57.4	
	III	6,780	6,775	13,597	12,003	1,282	13,435	27,032	2,249	56.1	
	IV	6,883	7,207	14,133	11,901	1,264	13,295	27,428	2,272	55.5	
	Annual										
	Jan Est.	26,985	27,788	54,947	46,987	5,117	52,669	107,616	9,006	225.8	
	Feb Est.	26,988	27,790	54,951	46,988	5,121	52,669	107,620	9,027	225.9	
2025	I*	6,600	7,125	13,768	11,675	1,215	13,025	26,793	2,150	56.6	
	II*	6,710	6,875	13,628	11,825	1,230	13,195	26,823	2,195	57.8	
	III*	6,645	7,010	13,698	12,125	1,250	13,525	27,223	2,280	56.5	
	IV*	6,610	7,520	14,173	12,000	1,275	13,420	27,593	2,335	56.1	
	Annual										
	Jan Proj.	25,790	28,510	54,473	47,625	5,100	53,310	107,783	9,140	227.2	
	Feb Proj.	26,565	28,530	55,266	47,625	4,970	53,165	108,431	8,960	226.9	

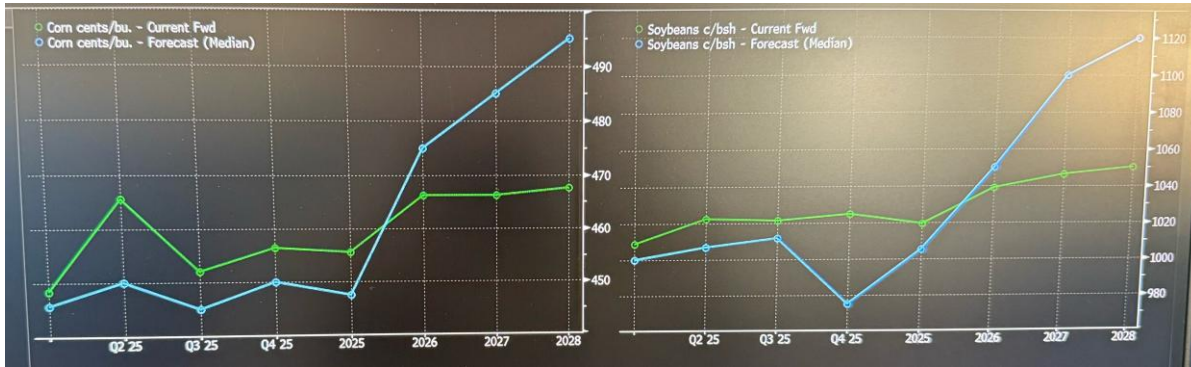
U.S. Quarterly Prices for Animal Products

Year and Quarter		Steers 2/	Barrows and gilts 3/	Broilers 4/	Turkeys 5/	Eggs 6/	Milk 7/
		<i>Dol./cwt</i>	<i>Dol./cwt</i>	<i>Cents/lb.</i>	<i>Cents/lb.</i>	<i>Cents/doz.</i>	<i>Dol./cwt</i>
2023	Annual	175.54	58.59	124.4	140.1	192.4	20.34
2024	I	181.03	54.97	128.0	92.1	258.5	20.47
	II	188.42	65.53	132.1	95.7	227.1	21.77
	III	189.26	63.71	127.4	93.3	317.2	23.97
	IV	189.75	62.03	130.0	93.6	409.5	24.23
	Annual						
	Jan Est.	187.12	61.56	129.4	93.6	303.1	22.60
	Feb Est.	187.12	61.56	129.4	93.7	303.1	22.61
2025	I*	205.00	62.00	131.0	90.0	725.0	23.50
	II*	200.00	66.00	134.0	96.0	425.0	22.30
	III*	198.00	70.00	131.0	98.0	300.0	21.90
	IV*	200.00	56.00	131.0	102.0	325.0	22.80
	Annual						
	Jan Proj.	196.0	63.0	132.0	99.0	294.0	23.05
	Feb Proj.	201.0	64.0	132.0	97.0	444.0	22.60

Appendix 10: Corn and Soybean Calculations



Corn and Soybean Futures



Corn

Ingredient	Pounds/hen/day in summer	Pounds/hen/day in winter (coldest areas)	Total pounds/hen/y (assuming 12 day winter)
Corn	0.12425	0.1988	54.29725
Soybeans	0.077	0.1232	33.649
Oats	0.02725	0.0436	11.90825

Management: 10% weighted fall in feed inputs leads to 3% fall in COGS

quarterly basis. Our buy-sell contracts subject us to risk of price fluctuations in feed ingredients, primarily consisting of corn and soy. The price we pay for butter is subject to butter commodity fluctuations. A hypothetical 10% increase or decrease in the weighted-average cost of these ingredients across our product lines as of December 29, 2024 would have resulted in an increase or decrease to cost of goods sold for the fiscal year ended December 29, 2024 of approximately \$11.1 million. We strive to offset the impact of ingredient cost increases with a combination of cost savings initiatives and efficiencies and

How we got to COGS impact

- Corn is about 55% of chicken feed and soybean is about 45%, but cost of corn is half that of soybean.
- Adjusting for that, corn should be weighted at 40% of cost of inputs, soybean at 6%.
- 40% of the 3% fall is 1.2%, 60% of 3% is 1.8%. So 10% fall in cost of corn leads to 1.2% fall in COGS, 10% fall in cost of soybean leads to 1.8% fall in COGS
- Assumption: “primarily consisting of corn and soy”, we model them as only drivers

Appendix 11: PETA Controversy Inconsequential



PETA launched a lawsuit against VITL

PEOPLE FOR THE ETHICAL TREATMENT OF ANIMALS, INC., and FOUNDATION TO SUPPORT ANIMAL PROTECTION d/b/a PETA FOUNDATION, Movants,
v.
VITAL FARMS, INC., Respondent
Case No. 2:22-mc-00024-EWH-RJK
United States District Court, E.D. Virginia
Filed August 14, 2023

Update as of January 17, 2025

The case is over and we got the win we've been fighting for. The plaintiffs agreed to drop their claims and we didn't pay them anything. It's a huge victory for Vital Farms.

We defended ourselves in this case because we believe in what we're doing, we know we're raising the standards, and we've got the receipts to back it up. It's great to see that validated by the outcome in this case.

Lawsuit dismissal proves VITL's practices beyond (legal) reproach

- A 2021 PETA-backed lawsuit was dismissed in 2024, with no findings out wrongdoing - any negative sentiment is rebounding
- Hens have 108 sq. Ft of pasture each, and debeaking claims were false, backed by third party certifications
- Controversial practices (like chick culling) are standard across the industry, and Vital farms has been consistently transparent, reinforcing consumer trust

A BS-Free update and how we're continuing to raise industry standards

We've been actively setting the record straight for several years about false allegations related to a lawsuit from 2021. We always stand by our high standards.

A handful of people have asked us for an update on this case over the past week. Here's the latest:

- First, there's some misinformation out there that PETA is actively suing Vital Farms. That's not true. The PETA Foundation helped file this case in 2021, but they dropped out of this case over a year ago (May 2023). They did not provide a reason for quitting the case, but we believe it was because they realized their claims were weak once they learned more about how we operate.
- Second, the court dismissed the class action claims last month. For anyone who wants to see the actual court filing from the US District Court for the Western District of Texas, it's publicly available and you can find it [here](#).

Appendix 12: Control Deficiencies in Accounting Overblown

Investors dazed, but sellside experts unfazed

Sensationalist articles exaggerate the issue

Secondly, the accounting irregularities may impact the company's ability to access capital markets. Investors and lenders may be hesitant to provide funding to a company with known accounting issues, as it increases the risk associated with the investment. This could limit the company's ability to raise capital for growth or to refinance existing debt, potentially impacting its long-term financial stability.

Thirdly, the accounting irregularities may lead to regulatory scrutiny and potential legal consequences. The Securities and Exchange Commission (SEC) and other regulatory bodies may investigate the company's financial reporting practices, which could result in fines, penalties, or even legal action. This could further damage the company's reputation and investor confidence.

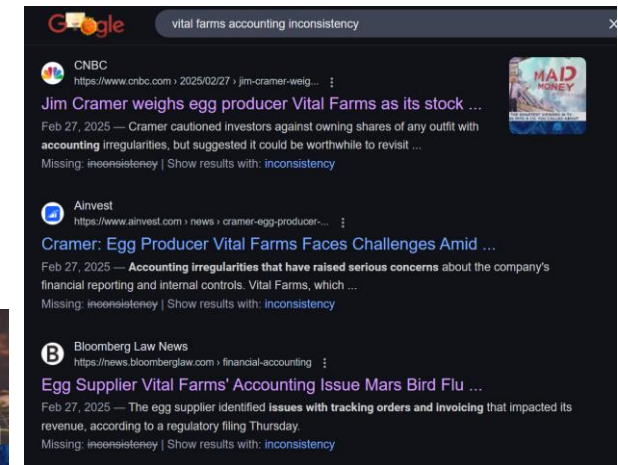
Looking at an article by Ainvest:

But: VITL generates healthy FCF and does not raise debt

But: Issues appear benign, no overstating of sales

Investing personalities warn of dangers

- When you Google vital farms accounting inconsistency, Jim Cramer comes up first
- Jim Cramer: "Stay on the sidelines", do not invest until accounting irregularities clear up
- Sellside explanation does not even show up on Google search



Jefferies: VITL suffering from success, not mismanagement

Jefferies said it sees limited risk from the issue, and explained that the company is shifting from an "emerging growth" filer with the Securities and Exchange Commission to an "accelerated filer."

That shift typically happens five years after an initial public offering or when its market cap exceeds \$700 million. Vital Farms went public on July 31, 2020, and its stock rose a stunning 63% on its first day of trade.

"Given Vital Farms '24 growth and share appreciation, market cap ended the year above that \$700 million mark, causing the shift in filing status earlier than planned," analysts led by Rob Dickerson wrote in a Friday note to clients.

"If the shift had occurred in '25 as expected, VITL would have had enough time to build out its 'control' team and improve processes that are part of the company's digital transformation plan," said the Jefferies analysts.

TD Cowen: Restatement not needed, no cause for concern

TD Cowen analysts agreed the internal control issues appear benign, noting the auditor did not find any instances of overstating sales, which would lead to a restatement.

"The auditor told them that it is not unusual to find design flaws like these at emerging companies during their first formal audit," analysts led by Robert Moskow wrote in a note to clients.



Appendix 13: Quantifying Quarterly Upside for Catalysts

We use base case assumptions, but restrict model to 1/2/3/4 quarters and use LTM EV/EBIT exit multiple

Q1 Drivers: EV/EBIT exit of 20x

	20	20	21	22	23
	Q1 Base Upside	Q1 Base Upside	Q2 Base Upside	Q3 Base Upside	Q4 Base Upside
Target Share Price	31.75				
Current Share Price	31.00				
% Upside	2.41%				
DCF Assumptions					
WACC	8.00%	8.00%	8.00%	8.00%	8.00%
Start Date	18/3/2025	18/3/2025	18/3/2025	18/3/2025	18/3/2025
Valuation Date	18/3/2025	18/3/2025	18/3/2025	18/3/2025	18/3/2025
Projection period	10	10	10	10	10
Gordon growth / EV/EBITDA / EV/EBIT / EV/Revenue	1/2/3/4	3	3	3	3
Gordon Growth Rate	2.0%	2.0%	2.0%	2.0%	2.0%
EV/EBITDA Exit Multiple	11.5x	11.5x	11.5x	11.5x	11.5x
EV/EBIT Exit Multiple	20.0x	21.0x	24.0x	24.0x	26.0x
EV/Revenue Exit Multiple	3.0x	3.0x	3.0x	3.0x	3.0x
Number of Shares Outstanding	45	45	45	45	45
Current Share Price as of valuation date	31.00	31.00	31.00	31.00	31.00
Number of Quarters	1	1	2	3	4
[Spare]	-	-	-	-	-
[Spare]	-	-	-	-	-

Q2 Drivers: EV/EBIT exit of 21x

	21	20	21	22	23
	Q2 Base Upside	Q1 Base Upside	Q2 Base Upside	Q3 Base Upside	Q4 Base Upside
Target Share Price	33.77				
Current Share Price	31.00				
% Upside	8.93%				
DCF Assumptions					
WACC	8.00%	8.00%	8.00%	8.00%	8.00%
Start Date	18/3/2025	18/3/2025	18/3/2025	18/3/2025	18/3/2025
Valuation Date	18/3/2025	18/3/2025	18/3/2025	18/3/2025	18/3/2025
Projection period	10	10	10	10	10
Gordon growth / EV/EBITDA / EV/EBIT / EV/Revenue	1/2/3/4	3	3	3	3
Gordon Growth Rate	2.0%	2.0%	2.0%	2.0%	2.0%
EV/EBITDA Exit Multiple	11.5x	11.5x	11.5x	11.5x	11.5x
EV/EBIT Exit Multiple	21.0x	20.0x	21.0x	24.0x	26.0x
EV/Revenue Exit Multiple	3.0x	3.0x	3.0x	3.0x	3.0x
Number of Shares Outstanding	45	45	45	45	45
Current Share Price as of valuation date	31.00	31.00	31.00	31.00	31.00
Number of Quarters	2	1	2	3	4
[Spare]	-	-	-	-	-
[Spare]	-	-	-	-	-

Q3 Drivers: EV/EBIT exit improves to 24x after pricing power demonstrated

	22	20	21	22	23
	Q3 Base Upside	Q1 Base Upside	Q2 Base Upside	Q3 Base Upside	Q4 Base Upside
Target Share Price	40.56				
Current Share Price	31.00				
% Upside	30.82%				
DCF Assumptions					
WACC	8.00%	8.00%	8.00%	8.00%	8.00%
Start Date	18/3/2025	18/3/2025	18/3/2025	18/3/2025	18/3/2025
Valuation Date	18/3/2025	18/3/2025	18/3/2025	18/3/2025	18/3/2025
Projection period	10	10	10	10	10
Gordon growth / EV/EBITDA / EV/EBIT / EV/Revenue	1/2/3/4	3	3	3	3
Gordon Growth Rate	2.0%	2.0%	2.0%	2.0%	2.0%
EV/EBITDA Exit Multiple	11.5x	11.5x	11.5x	11.5x	11.5x
EV/EBIT Exit Multiple	24.0x	20.0x	21.0x	24.0x	26.0x
EV/Revenue Exit Multiple	3.0x	3.0x	3.0x	3.0x	3.0x
Number of Shares Outstanding	45	45	45	45	45
Current Share Price as of valuation date	31.00	31.00	31.00	31.00	31.00
Number of Quarters	3	1	2	3	4
[Spare]	-	-	-	-	-
[Spare]	-	-	-	-	-

Q4 Drivers: EV/EBIT exit improves to 26x after accounting worries abate

	23	20	21	22	23
	Q4 Base Upside	Q1 Base Upside	Q2 Base Upside	Q3 Base Upside	Q4 Base Upside
Target Share Price	45.57				
Current Share Price	31.00				
% Upside	47.01%				
DCF Assumptions					
WACC	8.00%	8.00%	8.00%	8.00%	8.00%
Start Date	18/3/2025	18/3/2025	18/3/2025	18/3/2025	18/3/2025
Valuation Date	18/3/2025	18/3/2025	18/3/2025	18/3/2025	18/3/2025
Projection period	10	10	10	10	10
Gordon growth / EV/EBITDA / EV/EBIT / EV/Revenue	1/2/3/4	3	3	3	3
Gordon Growth Rate	2.0%	2.0%	2.0%	2.0%	2.0%
EV/EBITDA Exit Multiple	11.5x	11.5x	11.5x	11.5x	11.5x
EV/EBIT Exit Multiple	26.0x	20.0x	21.0x	24.0x	26.0x
EV/Revenue Exit Multiple	3.0x	3.0x	3.0x	3.0x	3.0x
Number of Shares Outstanding	45	45	45	45	45
Current Share Price as of valuation date	31.00	31.00	31.00	31.00	31.00
Number of Quarters	4	1	2	3	4
[Spare]	-	-	-	-	-
[Spare]	-	-	-	-	-

Historical EV/EBIT suggests 26x is below average and conservative, especially given how bullish the market will be if Q3 and Q4 catalysts play out:





Appendix 14: Modelling First 4 Risks

Modelled as “If Thesis 2 fails” case, thesis 2 bear, thesis 1/3/4 base

Share Dilution: Base case, shares outstanding*(1.05)^10, SBC does not fall

		18	17	18
		Share dilution	Rising input costs	Share dilution
Target Share Price		35.14		
Current Share Price		31.00		
% Upside		13.36%		
WACC	[%]	8.00%	8.00%	8.00%
Start Date	date	18/3/2025	18/3/2025	18/3/2025
Valuation Date	date	18/3/2025	18/3/2025	18/3/2025
Projection period	#	10	10	10
Gordon growth / EV/EBITDA / EV/EBIT / EV/Revenue	1 / 2 / 3 / 4	1	1	1
Gordon Growth Rate	%	2.0%	2.0%	2.0%
EV/EBITDA Exit Multiple	x	11.5x	11.5x	11.5x
EV/EBIT Exit Multiple	x	12.0x	12.0x	12.0x
EV/Revenue Exit Multiple	x	3.0x	3.0x	3.0x
Number of Shares Outstanding	#	73	45	=45.1*(1.05)^10
Current Share Price as of valuation date	#	31.00	31.00	31.00
Number of Quarters	#	40	40	40
[Spare]	#	-	-	-
[Spare]	#	-	-	-

		Forecast ->															
		2025E	2025E	2025E	2025E	2026E	2026E	2026E	2026E	2027E	2027E	2027E	2027E	2028E	2028E	2028E	2028E
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
% Stock Based Compensation	2	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%
1 Base		6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%
2 SBC risk		6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%

Supply bottleneck: Thesis 4 bear, thesis 1/2/3 base

		Forecast ->											
		2025E	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E		
Revenue	607	763	889	983	1111	1260	1407	1553	1688	1814	1927		
% growth	28.91%	25.69%	13.78%	13.14%	13.09%	13.35%	11.68%	10.42%	8.67%	7.45%	6.24%		
Gross Profit	231	266	296	341	392	447	499	551	599	643	684		
% margin	38.02%	34.79%	34.05%	34.70%	35.24%	35.47%	35.48%	35.48%	35.48%	35.48%	35.48%		
EBITDA	75	65	65	80	95	110	122	134	144	154	163		
% margin	12.29%	8.48%	7.53%	8.12%	8.59%	8.75%	8.69%	8.62%	8.55%	8.48%	8.48%		
EBIT	64	52	51	65	79	93	103	114	124	133	142		
% margin	10.60%	6.80%	5.92%	6.58%	7.11%	7.35%	7.35%	7.35%	7.35%	7.35%	7.36%		
% tax rate	22%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%		
Less: Taxes	(13)	(11)	(11)	(14)	(17)	(19)	(22)	(24)	(26)	(28)	(30)		
NOPAT	51	41	41	51	62	73	82	90	98	105	112		
Plus: Stock-Based Compensation	10	13	14	15	16	18	19	20	20	20	22		
Plus: Depreciation and Amortization	17	22	24	25	26	29	33	36	40	44	48		
Less: CAPEX and other investments	(29)	(29)	(30)	(30)	(33)	(37)	(41)	(46)	(51)	(57)	(63)		
Less: Change in NWC	0	(12)	(7)	(4)	(5)	(5)	(5)	(4)	(4)	(4)	(4)		
UFCF	55	35	42	57	71	82	91	100	108	114	121		

Recession risk: bear case next 8 quarters, base case after

		Forecast ->											
		2025E	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E		
Revenue	607	635	596	796	900	1019	1138	1256	1365	1467	1558		
% growth	28.91%	4.56%	-6.16%	33.55%	13.04%	13.30%	11.64%	10.40%	8.65%	7.44%	6.24%		
Gross Profit	231	235	222	302	346	392	438	483	525	564	600		
% margin	38.02%	36.95%	37.28%	37.93%	38.47%	38.47%	38.48%	38.48%	38.48%	38.48%	38.48%		
EBITDA	75	75	72	102	119	134	149	164	177	189	201		
% margin	12.29%	11.82%	12.08%	12.77%	13.24%	13.18%	13.11%	13.05%	12.98%	12.92%	12.92%		
EBIT	64	65	63	90	107	121	135	149	162	174	185		
% margin	10.60%	10.22%	10.54%	11.31%	11.84%	11.85%	11.85%	11.85%	11.85%	11.85%	11.85%		
% tax rate	22%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%		
Less: Taxes	(13)	(14)	(13)	(19)	(22)	(25)	(28)	(31)	(34)	(37)	(39)		
NOPAT	51	51	50	71	84	95	107	118	128	137	146		
Plus: Stock-Based Compensation	10	10	9	12	13	14	15	15	16	17	17		
Plus: Depreciation and Amortization	17	21	21	23	24	27	30	33	37	40	44		
Less: CAPEX and other investments	(29)	(29)	(30)	(30)	(30)	(33)	(37)	(41)	(46)	(51)	(57)		
Less: Change in NWC	0	(8)	(4)	(7)	(4)	(4)	(4)	(4)	(4)	(3)	(3)		
UFCF	55	45	46	69	87	99	110	121	130	139	146		

Falling egg prices: thesis 2 bear, thesis 1/3/4 base

		Forecast ->											
		2025E	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E		
Revenue	607	698	705	776	857	949	1044	1148	1247	1339	1423		
% growth	28.91%	14.90%	0.95%	10.09%	10.47%	10.72%	10.09%	9.87%	8.64%	7.43%	6.24%		
Gross Profit	231	258	263	294	330	365	402	442	480	515	548		
% margin	38.02%	36.92%	37.28%	37.93%	38.47%	38.47%	38.47%	38.48%	38.48%	38.48%	38.48%		
EBITDA	75	82	85	99	113	125	137	150	162	173	184		
% margin	12.29%	11.78%	12.08%	12.77%	13.24%	13.18%	13.11%	13.05%	12.98%	12.92%	12.92%		
EBIT	64	71	74	88	101	112	124	136	148	159	169		
% margin	10.60%	10.17%	10.55%	11.31%	11.84%	11.85%	11.85%	11.85%	11.85%	11.85%	11.85%		
% tax rate	22%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%		
Less: Taxes	(13)	(15)	(16)	(18)	(21)	(24)	(26)	(29)	(31)	(33)	(35)		
NOPAT	51	56	59	69	80	89	98	107	117	125	133		
Plus: Stock-Based Compensation	10	11	11	11	12	13	14	14	14	14	15		
Plus: Depreciation and Amortization	17	21	22	23	23	26	29	32	35	39	43		
Less: CAPEX and other investments	(29)	(29)	(30)	(30)	(30)	(33)	(37)	(41)	(46)	(51)	(57)		
Less: Change in NWC	0	(10)	(5)	(3)	(3)	(3)	(3)	(4)	(3)	(3)	(3)		
UFCF	55	49	56	71	83	91	100	109	117	124	131		

Appendix 15: Modelling Last 3 Risks

Modelled as “If Thesis 2 fails” case, thesis 2 bear, thesis 1/3/4 base

DoJ Investigation: Egg prices bear, penetration and wallet share bull

	<- Historical 2024A	Forecast ->									
		2025E	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E
Revenue	607	712	724	800	897	1000	1106	1219	1329	1432	1526
% growth	28.91%	17.28%	1.58%	10.52%	12.14%	11.55%	10.53%	10.26%	9.00%	7.75%	6.53%
Gross Profit	231	263	270	303	345	385	426	469	511	551	587
% margin	38.02%	36.92%	37.28%	37.94%	38.48%	38.48%	38.48%	38.48%	38.48%	38.48%	38.48%
EBITDA	75	84	87	102	119	132	145	159	173	185	197
% margin	12.29%	11.77%	12.09%	12.79%	13.25%	13.19%	13.12%	13.06%	12.99%	12.93%	12.93%
EBIT	64	72	76	91	106	119	131	145	158	170	181
% margin	10.60%	10.17%	10.55%	11.32%	11.86%	11.86%	11.86%	11.86%	11.86%	11.86%	11.86%
% tax rate	22%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%
Less: Taxes	(13)	(15)	(16)	(19)	(22)	(25)	(28)	(30)	(33)	(36)	(38)
NOPAT	51	57	60	72	84	94	104	114	125	134	143
Plus: Stock-Based Compensation	10	11	11	12	13	13	14	15	15	15	16
Plus: Depreciation and Amortization	17	22	22	23	24	27	30	33	36	40	44
Less: CAPEX and other investments	(29)	(29)	(30)	(30)	(30)	(33)	(37)	(41)	(46)	(51)	(57)
Less: Change in NWC	0	(11)	(5)	(3)	(4)	(4)	(4)	(4)	(3)	(3)	(3)
UFCF	55	50	58	73	87	97	107	117	126	135	143

Genuine Controversy: Thesis 1 and 3 bear, all else base

	<- Historical 2024A	Forecast ->									
		2025E	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E
Revenue	607	725	785	857	945	1051	1156	1258	1349	1431	1502
% growth	28.91%	19.41%	8.23%	9.21%	10.24%	11.16%	10.01%	8.86%	7.21%	6.08%	4.95%
Gross Profit	231	267	293	325	364	404	445	484	519	551	578
% margin	38.02%	36.83%	37.29%	37.94%	38.48%	38.48%	38.48%	38.48%	38.48%	38.48%	38.48%
EBITDA	75	84	95	110	125	139	152	164	175	185	194
% margin	12.29%	11.64%	12.10%	12.79%	13.25%	13.19%	13.12%	13.06%	12.99%	12.93%	12.93%
EBIT	64	73	83	97	112	125	137	149	160	170	178
% margin	10.60%	10.03%	10.56%	11.32%	11.85%	11.86%	11.86%	11.86%	11.86%	11.86%	11.86%
% tax rate	22%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%
Less: Taxes	(13)	(15)	(17)	(20)	(24)	(26)	(29)	(31)	(34)	(36)	(37)
NOPAT	51	57	65	77	89	98	108	118	126	134	141
Plus: Stock-Based Compensation	10	12	12	13	13	14	15	15	15	15	16
Plus: Depreciation and Amortization	17	22	23	24	24	27	30	33	36	40	44
Less: CAPEX and other investments	(29)	(29)	(30)	(30)	(30)	(33)	(37)	(41)	(46)	(51)	(57)
Less: Change in NWC	0	(13)	(5)	(3)	(4)	(4)	(4)	(3)	(3)	(3)	(2)
UFCF	55	49	65	80	93	103	112	121	129	135	141

Accounting Inconsistencies: Thesis 3 bear, thesis 1/2/4 base

	<- Historical 2024A	Forecast ->									
		2025E	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E
Revenue	607	757	856	961	1081	1218	1354	1488	1610	1723	1824
% growth	28.91%	24.70%	12.97%	12.36%	12.40%	12.74%	11.12%	9.91%	8.21%	7.03%	5.86%
Gross Profit	231	279	319	365	416	469	521	573	620	663	702
% margin	38.02%	36.83%	37.28%	37.93%	38.47%	38.47%	38.47%	38.48%	38.48%	38.48%	38.48%
EBITDA	75	88	103	123	143	161	178	194	209	223	236
% margin	12.29%	11.64%	12.09%	12.78%	13.24%	13.18%	13.11%	13.05%	12.98%	12.92%	12.92%
EBIT	64	76	90	109	128	144	160	176	191	204	216
% margin	10.60%	10.03%	10.55%	11.31%	11.84%	11.85%	11.85%	11.85%	11.85%	11.85%	11.85%
% tax rate	22%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%
Less: Taxes	(13)	(16)	(19)	(23)	(27)	(30)	(34)	(37)	(40)	(43)	(45)
NOPAT	51	60	71	86	101	114	127	139	151	161	171
Plus: Stock-Based Compensation	10	12	13	14	15	16	17	18	18	18	19
Plus: Depreciation and Amortization	17	22	23	25	26	29	32	35	39	43	47
Less: CAPEX and other investments	(29)	(29)	(30)	(30)	(30)	(33)	(37)	(41)	(46)	(51)	(57)
Less: Change in NWC	0	(14)	(7)	(4)	(5)	(5)	(5)	(5)	(4)	(4)	(3)
UFCF	55	51	71	91	108	121	134	147	158	167	176

Appendix 16: Revenue Driver Inputs



Total households 130M, Share of Wallet in cartons, total wallet varies from 9-10 based on seasonality

		← Historical				Forecast →										
		2024A Q1	2024A Q2	2024A Q3	2024A Q4	2025E Q1	2025E Q2	2025E Q3	2025E Q4	2026E Q1	2026E Q2	2026E Q3	2026E Q4	2027E Q1	2027E Q2	
Source: Visible Alpha	% Household penetration rate	2	10.8%	10.8%	10.8%	10.8%	12.4%	12.5%	12.5%	12.6%	13.1%	13.3%	13.3%	13.4%	13.6%	13.7%
	1 Base	10.8%	10.8%	10.8%	10.8%	12.2%	12.2%	12.2%	12.4%	12.7%	13.0%	13.0%	13.4%	13.2%	13.3%	
	2 Bull	10.8%	10.8%	10.8%	10.8%	12.4%	12.5%	12.5%	12.6%	13.1%	13.3%	13.3%	13.4%	13.6%	13.7%	
	3 Bear	10.8%	10.8%	10.8%	10.8%	11.6%	11.6%	10.9%	11.1%	11.1%	11.3%	11.3%	11.5%	11.5%	11.7%	
	4 Market Expectations	10.8%	10.8%	10.8%	10.8%	11.6%	11.8%	11.3%	11.4%	11.5%	11.7%	11.9%	12.0%	12.1%	12.3%	
	5 Thesis 1 Base	10.8%	10.8%	10.8%	10.8%	0.2%	0.2%	0.2%	0.2%	0.4%	0.4%	0.6%	0.6%	0.6%	0.6%	
	6 Thesis 2 Base	10.8%	10.8%	10.8%	10.8%	0.2%	0.2%	0.7%	0.7%	0.7%	0.8%	0.4%	0.4%	0.3%	0.2%	
	7 Thesis 3 Base	10.8%	10.8%	10.8%	10.8%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	
	8 Thesis 1 Bull	10.8%	10.8%	10.8%	10.8%	0.3%	0.3%	0.3%	0.3%	0.6%	0.6%	0.6%	0.6%	0.9%	0.9%	
	9 Thesis 2 Bull	10.8%	10.8%	10.8%	10.8%	0.2%	0.3%	0.8%	0.8%	0.8%	0.8%	0.6%	0.6%	0.3%	0.2%	
	10 Thesis 3 Bull	10.8%	10.8%	10.8%	10.8%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	
	11 Thesis 1 Bear	10.8%	10.8%	10.8%	10.8%	-0.1%	-0.1%	-0.1%	-0.1%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	
	12 Thesis 2 Bear	10.8%	10.8%	10.8%	10.8%	0.0%	0.0%	-0.2%	-0.2%	-0.2%	-0.2%	-0.3%	-0.3%	-0.3%	-0.3%	
	13 Thesis 3 Bear	10.8%	10.8%	10.8%	10.8%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	-0.2%	-0.2%	
	14 If Thesis 2 fails	10.8%	10.8%	10.8%	10.8%	12.0%	12.0%	11.3%	11.6%	11.8%	12.0%	12.3%	12.4%	12.6%	12.8%	
	15 If Thesis 1 and 3 fail	10.8%	10.8%	10.8%	10.8%	11.8%	11.8%	11.8%	12.0%	12.0%	12.3%	12.0%	12.2%	12.1%	12.2%	
	16 Recession Risk	10.8%	10.8%	10.8%	10.8%	11.6%	11.6%	10.9%	11.1%	11.1%	11.3%	11.5%	11.3%	13.2%	13.3%	
	17 If Thesis 3 fails	10.8%	10.8%	10.8%	10.8%	12.1%	12.1%	12.1%	12.3%	12.5%	12.8%	12.8%	12.9%	12.9%	13.0%	

		← Historical				Forecast →									
		2024A Q1	2024A Q2	2024A Q3	2024A Q4	2025E Q1	2025E Q2	2025E Q3	2025E Q4	2026E Q1	2026E Q2	2026E Q3	2026E Q4	2027E Q1	2027E Q2
Source: Visible Alpha	% Share of Wallet	4	15.0%	15.0%	15.0%	15.0%	15.2%	15.2%	15.2%	15.3%	15.3%	15.3%	15.3%	15.5%	15.5%
	1 Base	15.0%	15.0%	15.0%	15.0%	15.37%	15.37%	15.37%	15.37%	15.67%	15.67%	15.67%	15.67%	15.92%	15.92%
	2 Bull	15.0%	15.0%	15.0%	15.0%	15.42%	15.42%	15.42%	15.42%	15.72%	15.72%	15.72%	15.72%	16.02%	16.02%
	3 Bear	15.0%	15.0%	15.0%	15.0%	15.07%	15.07%	15.07%	15.07%	15.12%	15.12%	15.12%	15.12%	15.22%	15.22%
	4 Market Expectations	15.0%	15.0%	15.0%	15.0%	15.17%	15.17%	15.17%	15.17%	15.32%	15.32%	15.32%	15.32%	15.47%	15.47%
	5 Thesis 1 Base	15.0%	15.0%	15.0%	15.0%	0.20%	0.20%	0.20%	0.20%	0.35%	0.35%	0.35%	0.35%	0.45%	0.45%
	6 Thesis 1 Bull	15.0%	15.0%	15.0%	15.0%	0.25%	0.25%	0.25%	0.25%	0.40%	0.40%	0.40%	0.40%	0.55%	0.55%
	7 Thesis 1 Bear	15.0%	15.0%	15.0%	15.0%	-0.10%	-0.10%	-0.10%	-0.10%	-0.20%	-0.20%	-0.20%	-0.20%	-0.25%	-0.25%
	8 Recession Risk	0.0%	0.0%	0.0%	0.0%	15.07%	15.07%	15.07%	15.07%	15.12%	15.12%	15.12%	15.12%	15.92%	15.92%

		← Historical				Forecast →									
		2024A Q1	2024A Q2	2024A Q3	2024A Q4	2025E Q1	2025E Q2	2025E Q3	2025E Q4	2026E Q1	2026E Q2	2026E Q3	2026E Q4	2027E Q1	2027E Q2
Source: Visible Alpha	% Egg Price Growth Rate	4	6.10%	3.43%	10.16%	6.12%	8.00%	8.00%	-5.00%	-5.00%	-14.00%	-10.00%	8.00%	7.00%	9.00%
	1 Base	6.10%	3.43%	10.16%	6.12%	8.00%	8.00%	9.00%	9.00%	1.00%	5.00%	9.00%	8.00%	10.00%	8.00%
	2 Bull	6.10%	3.43%	10.16%	6.12%	8.00%	8.00%	10.00%	10.00%	2.00%	6.00%	9.50%	8.50%	10.50%	8.50%
	3 Bear	6.10%	3.43%	10.16%	6.12%	8.00%	8.00%	-10.00%	-10.00%	-19.00%	-15.00%	6.00%	5.00%	7.00%	5.00%
	4 Market Expectations	6.10%	3.43%	10.16%	6.12%	8.00%	8.00%	-5.00%	-5.00%	-14.00%	-10.00%	8.00%	7.00%	9.00%	7.00%
	5 Thesis 2 Base	6.10%	3.43%	10.16%	6.12%	0.00%	0.00%	14.00%	14.00%	15.00%	15.00%	1.00%	1.00%	1.00%	1.00%
	6 Thesis 2 Bull	6.10%	3.43%	10.16%	6.12%	0.00%	0.00%	15.00%	15.00%	16.00%	16.00%	1.50%	1.50%	1.50%	1.50%
	7 Thesis 2 Bear	6.10%	3.43%	10.16%	6.12%	0.00%	0.00%	-5.00%	-5.00%	-5.00%	-5.00%	-2.00%	-2.00%	-2.00%	-2.00%
	8 Recession Risk	6.10%	3.43%	10.16%	6.12%	8.00%	8.00%	-10.00%	-10.00%	-19.00%	-15.00%	6.00%	5.00%	10.00%	8.00%

Appendix 17: Cost Inputs



Market Expectations slightly higher than 2024

		<-- Historical				Forecast -->										
		2024A	2024A	2024A	2024A	2025E	2025E	2025E	2025E	2026E	2026E	2026E	2026E	2027E	2027E	
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	
Operational Expense Assumptions																
Source: 10-K	1% COGS Margin	4	60.2%	60.8%	63.1%	63.6%	63.0%	63.5%	65.0%	65.5%	63.0%	63.5%	64.8%	65.3%	62.8%	63.3%
	1 Base		60.2%	60.8%	63.1%	63.6%	62.0%	62.5%	64.0%	64.5%	61.5%	62.0%	63.3%	63.8%	60.8%	61.3%
	2 Bull		60.2%	60.8%	63.1%	63.6%	62.0%	62.5%	64.0%	64.5%	61.0%	61.5%	62.8%	63.3%	59.8%	60.3%
	3 Bear		60.2%	60.8%	63.1%	63.6%	63.0%	63.5%	67.0%	67.5%	65.0%	65.5%	66.3%	66.8%	64.3%	64.8%
	4 Market Expectations		60.2%	60.8%	63.1%	63.6%	63.0%	63.5%	65.0%	65.5%	63.0%	63.5%	64.8%	65.3%	62.8%	63.3%
	5 Thesis 4 Base		60.2%	60.8%	63.1%	63.6%	-1.0%	-1.0%	-1.0%	-1.0%	-1.5%	-1.5%	-1.5%	-1.5%	-2.0%	-2.0%
	6 Thesis 4 Bull		60.2%	60.8%	63.1%	63.6%	-1.0%	-1.0%	-1.0%	-1.0%	-2.0%	-2.0%	-2.0%	-2.0%	-3.0%	-3.0%
	7 Thesis 4 Bear		60.2%	60.8%	63.1%	63.6%	0.0%	0.0%	2.0%	2.0%	2.0%	2.0%	1.5%	1.5%	1.5%	1.5%
	8		60.2%	60.8%	63.1%	63.6%										
	9		60.2%	60.8%	63.1%	63.6%										
	10		60.2%	60.8%	63.1%	63.6%										
Source: 10-K																
	% SG&A Margin	4	18.3%	22.6%	24.9%	22.5%	20.3%	22.3%	23.0%	22.0%	20.3%	22.3%	23.0%	22.0%	20.3%	22.3%
	1 Base		18.3%	22.6%	24.9%	22.5%	19.8%	21.8%	22.5%	21.5%	19.8%	21.8%	22.5%	21.5%	19.8%	21.8%
	2 Bull		18.3%	22.6%	24.9%	22.5%	19.3%	21.3%	22.0%	21.0%	19.3%	21.3%	22.0%	21.0%	19.3%	21.3%
	3 Bear		18.3%	22.6%	24.9%	22.5%	20.8%	22.8%	23.5%	22.5%	20.8%	22.8%	23.5%	22.5%	20.8%	22.8%
	4 Market Expectations		18.3%	22.6%	24.9%	22.5%	20.3%	22.3%	23.0%	22.0%	20.3%	22.3%	23.0%	22.0%	20.3%	22.3%
	5 Thesis 4 Base		18.3%	22.6%	24.9%	22.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%
	6 Thesis 4 Bull		18.3%	22.6%	24.9%	22.5%	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%
	7 Thesis 4 Bear		18.3%	22.6%	24.9%	22.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Source: 10-K																
	% Shipping and Distribution margin	4	5.1%	4.9%	5.6%	5.7%	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%
	1 Base		5.1%	4.9%	5.6%	5.7%	5.4%	5.4%	5.4%	5.4%	5.3%	5.3%	5.3%	5.3%	5.2%	5.2%
	2 Bull		5.1%	4.9%	5.6%	5.7%	5.4%	5.4%	5.4%	5.4%	5.3%	5.3%	5.3%	5.3%	5.1%	5.1%
	3 Bear		5.1%	4.9%	5.6%	5.7%	5.6%	5.6%	5.6%	5.6%	5.7%	5.7%	5.7%	5.7%	5.7%	5.7%
	4 Market Expectations		5.1%	4.9%	5.6%	5.7%	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%	5.5%
	5 Thesis 4 Base		5.1%	4.9%	5.6%	5.7%	-0.1%	-0.1%	-0.1%	-0.1%	-0.2%	-0.2%	-0.2%	-0.2%	-0.3%	-0.3%
	6 Thesis 4 Bull		5.1%	4.9%	5.6%	5.7%	-0.1%	-0.1%	-0.1%	-0.1%	-0.2%	-0.2%	-0.2%	-0.2%	-0.4%	-0.4%
	7 Thesis 4 Bear		5.1%	4.9%	5.6%	5.7%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
	8		5.1%	4.9%	5.6%	5.7%										
	9		5.1%	4.9%	5.6%	5.7%										
	10		5.1%	4.9%	5.6%	5.7%										

Appendix 18: How Revenue is Modelled



	<-- Historical				Forecast -->			
	2024A Q1	2024A Q2	2024A Q3	2024A Q4	2025E Q1	2025E Q2	2025E Q3	2025E Q4
Eggs								
Households in US	130	130	130	130	130	130	130	130
Household penetration rate (%)	11%	11%	11%	11%	13.17%	13.17%	12.67%	12.80%
Households buying VITL	14	14	14	14	17	17	16	17
Wallet (in cartons bought per year)	9	9	9	10	9	9	9	10
Share of Wallet (%)	15%	15%	15%	15.02%	15.42%	15.42%	15.42%	15.42%
Average VITL cartons bought per year per h.h.	1.28	1.30	1.28	1.44	1.32	1.34	1.32	1.48
Egg Sales Volume (dozens)	18	18	18	20	23	23	22	25
Egg Prices (dozens)	8.00	7.83	7.70	7.80	8.64	8.46	8.47	8.58
Egg Price Growth Rate (%)	6%	3%	10%	6%	8%	8%	10%	10%
Revenue from Eggs	144	143	138	157	195	194	183	211
Butter and Ghee Revenue	4.17	4.45	6.86	9.88	4.63	4.94	7.61	10.97
Butter and Ghee Revenue Growth (%)	-35%	-5%	5%	89%	11%	11%	11%	11%
Revenue from Butter and Ghee	4	4	7	10	5	5	8	11
Total Sales	148	147	145	167	200	199	191	222

- Households buying VITL = Penetration Rate * Households in US. Penetration Rate provided by company in earnings calls/presentations
- Average VITL cartons bought per year = Wallet Share * Wallet. Wallet share provided, wallet size estimated from total sales data, differs by quarter to adjust for seasonality
- Egg Prices modelled by growth rate
- Total Revenue from Eggs = Households buying VITL * Average cartons bought per year * Egg Prices
- Butter and Ghee modelled as simple growth rate, too small a component to affect DCF outputs

Appendix 19: Market Expectations Case Annual Outputs



Implied 8.7% Revenue CAGR at 8.5% EBIT margin

	<-- Historical 2024A	Forecast -->									
		2025E	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E
Revenue	607	668	670	760	851	950	1049	1146	1238	1323	1398
% growth	28.91%	9.98%	0.36%	13.42%	11.87%	11.65%	10.44%	9.24%	8.05%	6.87%	5.70%
Gross Profit	231	239	240	273	306	342	377	412	445	476	503
% margin	38.02%	35.79%	35.77%	35.92%	35.97%	35.97%	35.97%	35.97%	35.98%	35.98%	35.98%
EBITDA	75	67	66	76	85	94	103	112	120	128	135
% margin	12.29%	10.08%	9.91%	10.00%	9.98%	9.92%	9.85%	9.78%	9.71%	9.65%	9.65%
EBIT	64	56	56	65	73	81	90	98	106	113	120
% margin	10.60%	8.44%	8.33%	8.49%	8.54%	8.54%	8.55%	8.55%	8.55%	8.55%	8.55%
% tax rate	22%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%
Less: Taxes	(13)	(12)	(12)	(14)	(15)	(17)	(19)	(21)	(22)	(24)	(25)
NOPAT	51	45	44	51	57	64	71	77	84	89	94
Plus: Stock-Based Compensation	10	11	11	11	12	13	14	14	14	15	15
Plus: Depreciation and Amortization	17	21	22	23	23	26	29	32	35	39	43
Less: CAPEX and other investments	(29)	(29)	(30)	(30)	(30)	(33)	(37)	(41)	(46)	(51)	(57)
Less: Change in NWC	0	(9)	(5)	(3)	(3)	(3)	(3)	(3)	(3)	(3)	(2)
UFCF	55	39	42	52	60	67	73	79	84	89	93

Appendix 20: Base Case Annual Outputs



10Y CAGR of 12%, average EBIT margin of 12%

	<-- Historical 2024A	Forecast -->									
		2025E	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E
Revenue	607	763	869	983	1111	1260	1407	1553	1688	1814	1927
% growth	28.91%	25.69%	13.78%	13.14%	13.09%	13.35%	11.68%	10.42%	8.67%	7.45%	6.24%
Gross Profit	231	281	324	373	428	485	541	598	650	698	741
% margin	38.02%	36.83%	37.28%	37.93%	38.47%	38.47%	38.48%	38.48%	38.48%	38.48%	38.48%
EBITDA	75	89	105	126	147	166	185	203	219	234	249
% margin	12.29%	11.64%	12.09%	12.78%	13.24%	13.18%	13.12%	13.05%	12.99%	12.92%	12.92%
EBIT	64	77	92	111	132	149	167	184	200	215	228
% margin	10.60%	10.03%	10.55%	11.31%	11.85%	11.85%	11.85%	11.85%	11.85%	11.85%	11.86%
% tax rate	22%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%
Less: Taxes	(13)	(16)	(19)	(23)	(28)	(31)	(35)	(39)	(42)	(45)	(48)
NOPAT	51	60	72	88	104	118	132	145	158	170	180
Plus: Stock-Based Compensation	10	12	13	14	16	17	18	19	19	19	21
Plus: Depreciation and Amortization	17	22	24	25	26	29	33	36	40	44	48
Less: CAPEX and other investments	(29)	(29)	(30)	(30)	(30)	(33)	(37)	(41)	(46)	(51)	(57)
Less: Change in NWC	0	(14)	(7)	(4)	(5)	(5)	(5)	(5)	(5)	(4)	(4)
UFCF	55	52	72	93	111	126	140	154	166	177	188

Appendix 21: Bull Case Annual Outputs



10Y CAGR of 14%, average EBIT margin of 13%

	<-- Historical 2024A	Forecast -->									
		2025E	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E
Revenue	607	783	903	1031	1195	1371	1546	1722	1887	2034	2168
% growth	28.91%	28.92%	15.31%	14.15%	15.93%	14.79%	12.69%	11.39%	9.59%	7.82%	6.58%
Gross Profit	231	289	341	401	466	535	602	671	735	793	845
% margin	38.02%	36.88%	37.78%	38.94%	38.98%	38.98%	38.98%	38.98%	38.98%	38.98%	38.98%
EBITDA	75	95	118	148	172	197	221	245	267	287	306
% margin	12.29%	12.15%	13.06%	14.35%	14.42%	14.35%	14.29%	14.23%	14.16%	14.10%	14.10%
EBIT	64	83	104	133	156	179	202	225	246	266	283
% margin	10.60%	10.58%	11.55%	12.92%	13.05%	13.06%	13.06%	13.06%	13.06%	13.06%	13.06%
% tax rate	22%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%
Less: Taxes	(13)	(17)	(22)	(28)	(33)	(38)	(42)	(47)	(52)	(56)	(59)
NOPAT	51	65	82	105	123	141	159	178	195	210	224
Plus: Stock-Based Compensation	10	12	14	15	16	18	19	20	21	21	22
Plus: Depreciation and Amortization	17	22	24	25	27	30	34	38	42	46	50
Less: CAPEX and other investments	(29)	(29)	(30)	(30)	(30)	(33)	(37)	(41)	(46)	(51)	(57)
Less: Change in NWC	0	(15)	(8)	(5)	(6)	(6)	(6)	(6)	(6)	(5)	(5)
UFCF	55	56	82	110	131	150	169	188	206	221	235

Appendix 22: Bear Case Annual Outputs



10Y CAGR of 6%, average EBIT margin of 7%

	<-- Historical 2024A	Forecast -->									
		2025E	2026E	2027E	2028E	2029E	2030E	2031E	2032E	2033E	2034E
Revenue	607	635	596	655	712	774	840	910	976	1036	1087
% growth	28.91%	4.56%	-6.16%	9.87%	8.81%	8.65%	8.50%	8.37%	7.23%	6.11%	4.99%
Gross Profit	231	221	203	227	251	275	298	323	346	367	386
% margin	38.02%	34.85%	34.04%	34.69%	35.24%	35.48%	35.48%	35.48%	35.48%	35.48%	35.48%
EBITDA	75	55	45	53	61	68	73	78	83	88	92
% margin	12.29%	8.60%	7.53%	8.11%	8.59%	8.76%	8.69%	8.62%	8.55%	8.48%	8.48%
EBIT	64	44	35	43	51	57	62	67	72	76	80
% margin	10.60%	6.92%	5.91%	6.57%	7.11%	7.35%	7.35%	7.35%	7.36%	7.36%	7.36%
% tax rate	22%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%
Less: Taxes	(13)	(9)	(7)	(9)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
NOPAT	51	35	28	34	40	45	49	53	57	60	63
Plus: Stock-Based Compensation	10	11	10	10	11	11	11	12	12	12	12
Plus: Depreciation and Amortization	17	21	21	22	22	24	27	30	33	36	39
Less: CAPEX and other investments	(29)	(29)	(30)	(30)	(30)	(33)	(37)	(41)	(46)	(51)	(57)
Less: Change in NWC	0	(7)	(4)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)
UFCF	55	30	25	33	41	45	48	51	53	55	56

Appendix 23: True Comparables Analysis



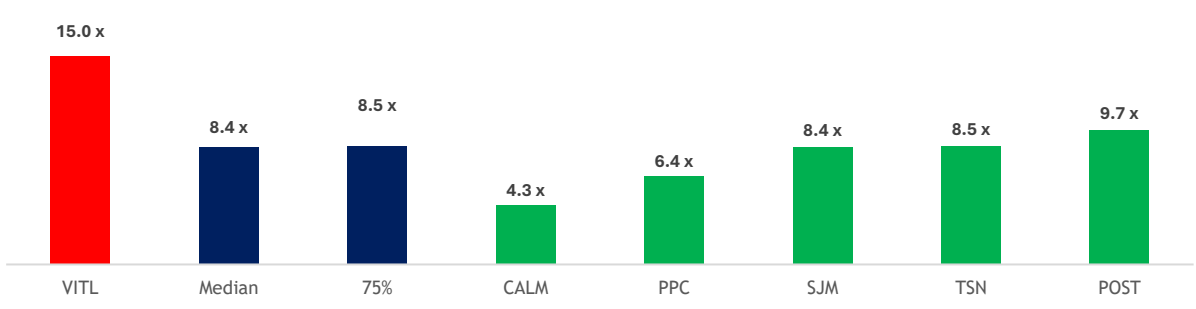
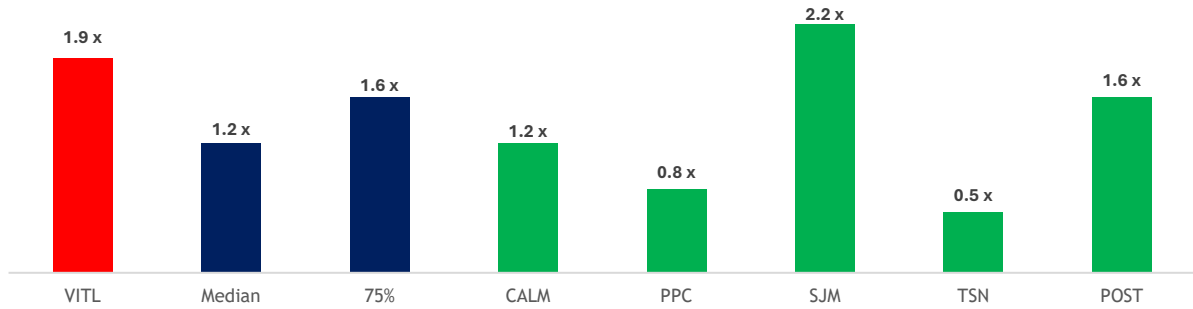
Vital Farms (VITAL)	Freshpet	Mama's Creations
<ul style="list-style-type: none"> • High revenue CAGR 5Y at 33.1% • 10.5% EBIT margin • Focus on regenerative practices, ethical sourcing, and conscious capitalism, achieved through a network of family farms and reflected in higher quality products positioned for a premium market • Offers a rare mix of high growth and relatively high EBIT 	<ul style="list-style-type: none"> • High revenue CAGR 5Y at 31.7% • 14.7% EBIT margin • Focus on offering high quality, fresh pet food • Smaller company, but experiencing similar explosion in revenue growth and addressing the same market of sustainability-minded conscious customers 	<ul style="list-style-type: none"> • High revenue CAGR 5Y at 29.8% • 3.0% EBIT margin • Targets premium customers with niche, high-quality delicatessen products (small-batch, organic ingredients, traditional methods) • Much smaller, but experiencing high revenue growth and addressing premium market
McCormick and Company	Sprouts Farmers Market	SunOpta
<ul style="list-style-type: none"> • Low revenue CAGR 5Y at 4.37%, as a more mature company • 17.0% EBIT margin • Focuses on sale of sustainably sourced spices and herbs globally, with global suppliers and reputation for corporate responsibility • Demonstrates ability to market on sustainability on a wider share of customers 	<ul style="list-style-type: none"> • Low revenue CAGR 5Y at 6.49% • 5.5% EBIT margin • Supermarket offering organic and natural products - higher quality sustainable options at more affordable prices • Appealing to customers through sustainability at entry-premium prices 	<ul style="list-style-type: none"> • Poor revenue CAGR 5Y at 0.06% • 10.9% EBIT margin • Offers sustainable plant-based milks, frozen fruits for beverages, and fruit-based products with emphasis on organic production and sustainability • Operates in the same market, at the supplier side instead of direct to consumer

Appendix 24: Sensitivity Analysis (Comps)



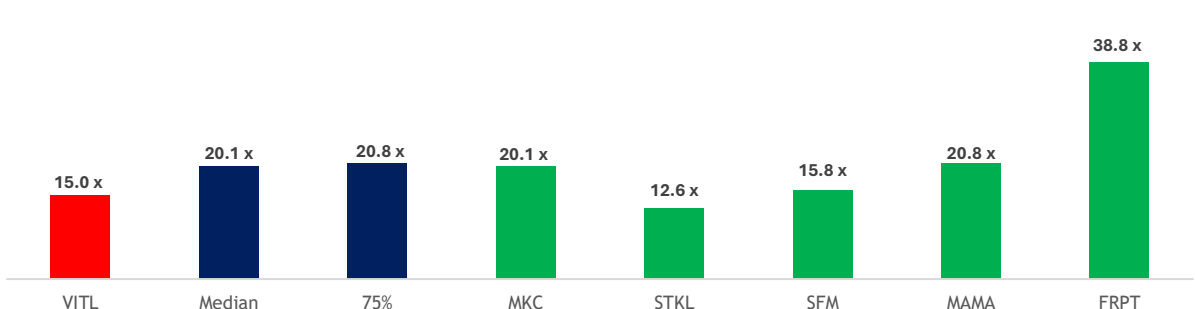
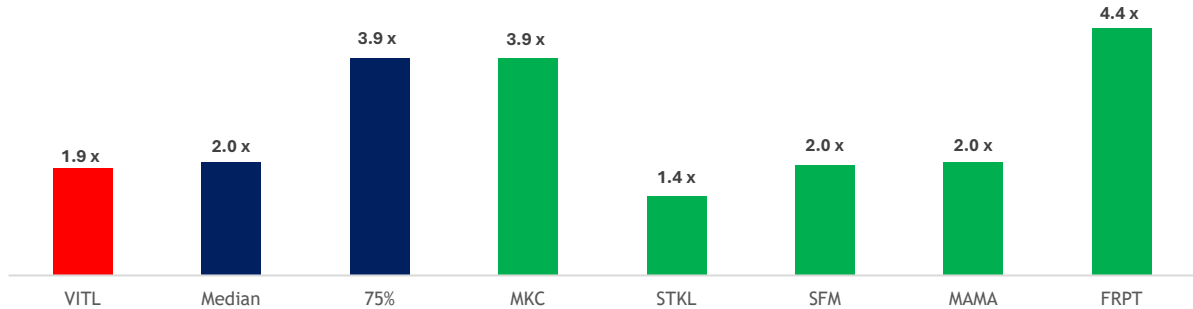
Eggs comparables: LTM EV/Total Revenue (65.6% premium)

Egg comparables: LTM EV/EBITDA (9% premium)



True comparables: LTM EV/Total Revenue (6% discount)

True comparables: LTM EV/EBITDA (25% discount)



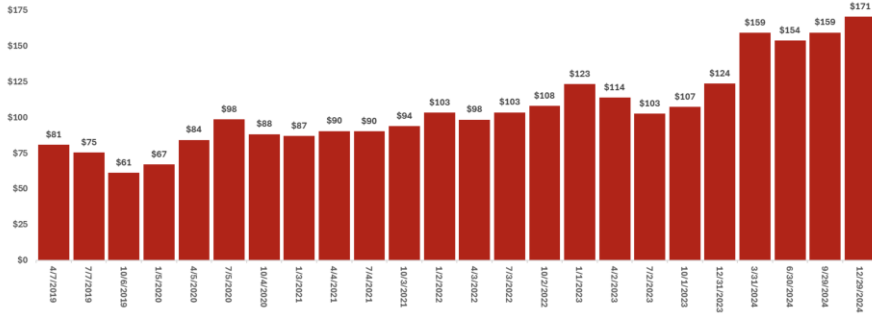
Appendix 25: Company Figures on Growth



2024 Earnings Report

Benefits of a Brand: Increasing Sales Velocity

Vital Farms' sales velocity (\$ per week per store) increased sharply in 2024, reaching an all-time high



Source: Circana Unity+ Total US - Multistore+ All time periods are 13-week-ended
Market = Total US - Multistore+

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2024 Earnings Report

Benefits of a Brand: Market Share Gains

Vital Farms' shell egg dollar and volume share has trended higher despite varying price gaps with conventional eggs



Source: Egg Price Gaps from Circana Unity+ Total US - Multistore+ | Price Per Volume | Calendar Years 2021-2024
Market = Total US - Multistore+

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2024 Earnings Report

Benefits of a Brand: Gross Margin Stability

Gross margin has remained stable across another Avian Influenza cycle



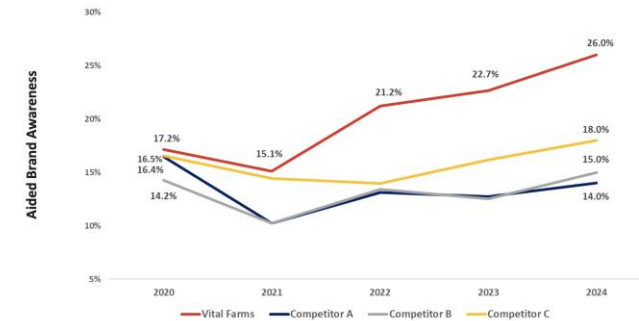
Source: Vital Farms and Cal-Maine Company Filings

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2024 Earnings Report

Benefits of a Brand: Growing Consumer Awareness

Vital Farms' aided brand awareness is pulling away from competitors



Source: Vital Farms Proprietary Brand Health Tracker

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Appendix 26: Revenue by Retail Store

