

VITAL FARMS, INC.
ANNUAL MEETING OF STOCKHOLDERS – RULES OF CONDUCT

Welcome to the Annual Meeting of Stockholders (the “*Annual Meeting*”) of Vital Farms, Inc. (“*Vital Farms*”). It is our desire to conduct a fair and informative Annual Meeting.

Only stockholders as of the close of business on the record date of April 17, 2026 (“*Stockholders*”) may submit questions in advance of the meeting and vote while attending this meeting via the internet. Stockholders will need their voting control number provided with their proxy materials to demonstrate proof of stock ownership. In fairness to all Stockholders attending the meeting and in the interest of having a fair, informative, orderly and constructive meeting, the following procedures will apply:

GENERAL

- The business of the meeting will be taken up in the order set forth in the Notice of Annual Meeting of Stockholders.
- External recording of the meeting is prohibited. A replay of the meeting will be available on our website for approximately 30 days from the date of the meeting.
- The Chairperson of the meeting has the authority necessary to preside over the meeting and may make any and all determinations with respect to the conduct of the meeting and procedures to be followed during the meeting.

STOCKHOLDER QUESTIONS

- We welcome our Stockholders to submit one brief question in advance of the meeting. Stockholders are able to submit a question when registering for the meeting at www.proxydocs.com/VITL using the control number provided and typing your question in the appropriate box in the registration form.
- We kindly request that Stockholders limit their questions to one topic per question and to one question per Stockholder. We further request that such question is germane to the Annual Meeting and the items of business presented.
- Questions from Stockholders received in advance will be grouped by topic and one representative question will be read aloud before the appropriate Vital Farms individuals answer, as time permits.
- Again, only those questions that are appropriate for discussion at the meeting will be addressed during the meeting. Vital Farms does not intend to address any questions that are, among other things:
 - irrelevant to the business of the Annual Meeting;
 - related to material nonpublic information about us;
 - related to personal grievances, including derogatory references to individuals or questions that are otherwise in bad taste;
 - repetitious;
 - in furtherance of the Stockholder’s personal or business interests; or
 - out of order or otherwise not suitable for the conduct of the Annual Meeting as determined by the Chairperson of the Annual Meeting or the Corporate Secretary in their reasonable judgment.
- Any appropriate questions not addressed during the meeting may, at our discretion, be answered either through direct communication with the Stockholder who submitted the question or through responses made available on our website.
- If there are any matters of individual concern to a Stockholder and not of general concern to all Stockholders, or if a question posed was not otherwise answered, such matters may be raised separately after the Annual Meeting by contacting us at investors@vitalfarms.com.

**THE FAILURE TO OBSERVE THESE RULES OF CONDUCT WILL BE A
BASIS FOR REMOVAL FROM THE MEETING.**