

News Release - July 2014

Investeco Sustainable Food Fund invests in Vital Farms

The InvestEco Sustainable Food Fund is pleased to announce an investment in Austin, Texas-based Vital Farms, the only national provider of pasture-raised eggs in the United States. With a farming protocol that requires 108 square feet per bird and year-round access to pasture, Vital Farms' eggs have significantly superior nutritional properties to conventional eggs and represent an enormous improvement from an animal welfare standpoint. Vital Farms also sells pasture-raised poultry under the brand "Backyard Birds". Vital Farms was ranked by Inc. Magazine as the second fastest growing food company in the US in 2013, and the fastest in 2012, on account of its unique position in a new high-growth category of the egg market. Vital Farms eggs are available at a growing number of natural and conventional retail food stores across the United States, including every Whole Foods nationally. As part of this investment Investeco will provide one director to the board of Vital Farms.