

Vital Farms Advances Copilot Adoption, Connected Operations and Visibility with DCG

DCG helped Vital Farms navigate Copilot governance, security, and adoption via hands-on support, along with a defined Dynamics 365 roadmap to bring similar confidence to farm recruitment, flock management, compliance, and operational data.



About Company

Vital Farms is an Austin, Texas-based food company known for pasture-raised eggs and other ethically produced food products, recognized as the leading US brand in the category by retail dollar sales. Founded in 2007, the company is publicly traded, a Certified B Corporation, and operates as a public benefit corporation. Working with a nationwide network of family farms, Vital Farms has built its business around ethical food production, sustainability, and a strong stakeholder-focused culture.

Business Overview

Vital Farms partnered with DCG on two connected goals: build confidence around its expanding use of Microsoft Copilot and define Dynamics 365 capabilities for farm recruitment, barn construction, and flock operations.

The engagement combined hands-on technical guidance, governance and security workshops, and Dynamics 365 solution planning. Together, these efforts gave Vital Farms a clearer path to responsible AI adoption and a foundation for more connected, efficient farm operations.



Business Challenge

As Vital Farms expanded its use of Copilot and looked to modernize how it manages farm and flock operations, several challenges needed to be addressed before moving forward with confidence:

- **Copilot Governance Uncertainty:** The rollout raised questions around data protection, sensitivity labels, data loss prevention, external sharing, and how evolving Copilot capabilities would behave within their environment.
- **Limited Risk Visibility:** The team needed clear, risk-based guidance on how Copilot would interact with existing data and security controls, including where current Microsoft product limitations required additional consideration.
- **Disconnected Farm Recruitment Processes:** Farm recruitment and barn-construction workflows lacked the integration and data management needed to support faster decision-making.
- **Fragmented Flock Operations:** Flock tracking, compliance milestones, audit scheduling, and corrective-action visibility were spread across disconnected systems, with no integrated analytics to support real-time insight.
- **Early-Stage AI Adoption:** Vital Farms wanted to move past governance and security discussions and identify practical ways to use Copilot and AI agents across everyday work.

Technology & Approach



Copilot



Microsoft
Dynamics 365



Microsoft Fabric

How DCG Powered Recovery

DCG stayed hands-on with Vital Farms throughout the engagement, aligned with their priorities, offering technical Q&A, workshop follow-up, and solution design for farm and flock operations without disrupting day-to-day work.

Critical Implementation Milestones

- Delivered focused Copilot workshops covering governance, data protection, and practical use cases, backed by written recaps and follow-up research after each session
- Guided Copilot adoption planning and agent enablement so the team could put Copilot to confident, everyday use
- Designed Dynamics 365 CE capabilities for farm recruitment and barn construction, focused on stronger process integration and data management
- Defined a phased Dynamics 365 roadmap for flock tracking, including data-model improvements, audit scheduling, calendar controls, and integration with Microsoft Fabric and the data warehouse
- Mapped automation opportunities for account creation, audit completion and overdue tracking, corrective actions, and operational scheduling

Strategic Wins

- Vital Farms gained the confidence to make informed, risk-based decisions about where and how to use Copilot, thanks to DCG's clear direction on governance and risk
- The Copilot go-live proceeded successfully, drawing strong, positive feedback from the Vital Farms team
- DCG's go-live guidance strengthened the team's technical and governance capabilities, enabling Vital Farms to manage Copilot questions and decisions independently.
- Vital Farms received a clear, structured roadmap for bringing similar integration and visibility to farm recruitment and flock management
- The engagement created lasting trust between the two teams, with Vital Farms continuing to bring new questions and ideas to DCG well beyond the original scope

Key Benefits



AI Governance Clarity

Risk-based advice on Copilot's capabilities, limitations, and safe use inside their environment.



Confident Copilot Adoption

A successful go-live backed by practical, hands-on support from workshop through launch.



Farm Recruitment Integration

A designed path to connect farm recruitment and barn-construction data and workflows.



Flock Operations Visibility

A structured roadmap for real-time tracking, audit scheduling, and corrective-action visibility.



A Trusted Advisory Partnership

Ongoing collaboration shaped by responsiveness, technical depth, and practical communication.

Build a clearer path for responsible AI adoption and more connected operations with Microsoft Solutions from DCG.

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+1 (844) 567-2590

dynamicconsultantsgroup.com

Headquarters

5901 NW 63rd Terrace #190,
Kansas City, MO 64151

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