



# PETA

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

501 FRONT ST.  
NORFOLK, VA 23510  
757-622-PETA  
757-622-0457 (FAX)

PETA.org  
info@peta.org

September 24, 2004

David Novak, CEO  
Yum! Brands  
1441 Gardiner Ln.  
Louisville, KY 40213

Dear Mr. Novak:

I am writing to offer an olive branch of sorts. I can only hope that you have been moved by the hideous abuse uncovered by PETA's investigation into your Moorefield, W.Va., supplier. All good and decent people were horrified to see the sorts of abuses that were taking place there, and clearly, these abuses are an indication that anything KFC has done for chickens has been far from enough.

I would like to ask that you find time to meet with me and PETA's president, Ingrid Newkirk, to discuss what Yum! and KFC can do to prevent further "Moorefields." Surely we can agree that in light of the Moorefield case, changes must be made. If you and Joaquin Peleaz will agree to a meeting with Ms. Newkirk and me, and as PETA and Yum! can maintain productive communication, we will pledge to hold off on the community outreach activities that we have been conducting at your church and in your neighborhoods, including the currently planned visit to your neighborhood on the weekend of October 2, during which we plan to give your neighbors copies of the undercover footage taken at the Moorefield plant and explain to them that the abuse shown in the video is exactly the sort of abuse that you are refusing to eliminate. Simply name a time and place that would be convenient for you, and we will be there.

I would like to suggest that you ask Dr. Temple Grandin or Dr. Ian Duncan if they feel that this is a good idea. I feel certain that they would both support such a meeting.

I look forward to hearing from you soon. Thank you for your time.

Sincerely,

Steven Jay Gross, Ph.D.  
Corporate Affairs Consultant

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ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS