

October 28, 2004

David Novak, Chair and CEO
Yum! Brands, Inc.

1 page via fax: 502-874-8790

Dear Mr. Novak:

I am writing about the undercover investigation of your Showell, Md., slaughterhouse supplier, sent to you this week by the animal rights organization Compassion Over Killing. I trust that you share our disgust at the complete indifference that this KFC supplier showed toward animal welfare, and I hope that it will move you to make some much-needed improvements in the way that chickens raised for KFC are treated in all your supplier slaughterhouses.

Time and again, investigations into KFC supplier farms and slaughterhouses, both in the U.S. and around the world, have turned up neglect, abuse, and sadism that any decent person can only find appalling. KFC's own animal welfare advisors were horrified by the video taken from your Moorefield, W.Va., slaughterhouse supplier—Dr. Duncan called it “the worst cruelty I have ever witnessed against chickens.” This new investigation shows more of the same—live chickens thrown around like inanimate objects and scalded alive after missing the stun bath and throat-slitting blade with no regard whatsoever shown to them by workers. How much more proof do you need that KFC's animal welfare program is not working and that changes must be made?

Won't you now have an honest discussion with your animal welfare panel about what can be done to prevent the cruelty that has been brought to light by all these investigations? We know that Dr. Grandin and Dr. Duncan both support controlled-atmosphere killing as the most humane way of slaughtering chickens. As a short-term and immediate measure, since you use only 27 slaughterhouses, we suggest putting cameras in all of them under Dr. Grandin's direction. Of course, you would need to make sure that the videos were monitored, but Dr. Grandin has a plan for doing this effectively.

Thank you for your time and attention to this important matter. As always, I am available to discuss how we can work together to implement the welfare improvements developed and supported by Dr. Grandin and Dr. Duncan, as well as your former panel members Ms. Adele Douglass and Dr. Joy Mench.

Sincerely,



Steven Jay Gross, Ph.D.
Corporate Affairs Consultant



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