

# PETA and KFC

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**March 11, 2003**

David C. Novak, President and CEO  
Yum! Brands, Inc.  
1441 Gardiner Lane  
Louisville, KY 40213

8 pages via fax: 502-874-8790

Dear Mr. Novak,

On behalf of the more than 750,000 members and supporters of People for the Ethical Treatment of Animals (PETA), I am writing to ask that you help us convince Yum! Brands (Yum) to curb some of its practices that cause severe and often prolonged suffering to many animals. As a Yum board member, you are in a position to demand serious change.

For about two years now, PETA has been lobbying Yum to improve living and dying conditions for its chickens. Following this letter, you will find a copy of one of PETA's most recent letters to CEO David Novak, responding to the company's claims regarding chicken welfare, as well as an earlier letter to Yum that details some of the improvements that PETA would like it to implement. These recommendations are based on the latest scientific research, much of which has been conducted by members of Yum's own animal welfare advisory panel. Despite all this, the company has done next to nothing, which means that chickens raised and killed for Yum suffer needlessly throughout their lives.

We are aware that Yum officials are attempting to cast doubt on the veracity of PETA's charges. If you have any doubts, I urge you to contact me at any time by phone at 202-244-2709 or via e-mail at [BruceF@peta.org](mailto:BruceF@peta.org) and I will dispel them. Thank you very much for your time and attention to this important matter.

Sincerely,

Bruce Friedrich  
Director of Vegan Outreach



# PETA

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

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AN INTERNATIONAL  
ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS