

PETA and KFC

May 16, 2003

Jonathan D. Blum, Senior Vice President
Yum! Brands, Inc.
1441 Gardiner Lane
Louisville, KY 40213

Pete Bassi, President
Yum Restaurants International
14841 Dallas Parkway
Dallas, TX 75254

Dear Mr. Blum and Mr. Bassi:

There was no indication in KFC's May 1 media release that welfare guidelines for chickens would be extended to the corporation's international operations. We understand from PETA that Ms. Bachelder was to speak with Mr. Bassi about KFC's subsequent pledges for farmed animal welfare improvements based on PETA's demands, but that KFC had thus far made no promises to improve life or death for chickens outside the U.S. Animal Alliance of Canada is writing to ask Kentucky Fried Chicken to institute, and extend welfare improvements for chickens raised and killed for your restaurants outside the US.

Animal Alliance of Canada fully supports PETA initiatives for improvements for KFC chickens. We supported PETA in the media launch of the KFC campaign in Toronto in January.

There is need for *substantive* improvements to the short lives of the millions of chickens sold in your restaurants. Regrettably, KFC's recently-announced *Comprehensive Farm-level Welfare Guidelines* have significant shortcomings and do not satisfactorily address chicken welfare. Animal Alliance backs the eight welfare initiatives advocated by PETA because they are necessary, reasonable and feasible-to-implement measures.

Of eight welfare standards advocated by PETA, one is gas killing systems. Alternatives to current methods are desperately needed when an estimated 20% of chickens are not stunned prior to having their necks cut.

Dr. Ian Duncan, internationally-known farm animal welfare expert and



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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member of your Animal Welfare Advisory Panel, teaches at the University of Guelph in Canada. In March 1998, Dr. Duncan was instrumental in bringing veterinary researcher Dr. Mohan Raj and David Wills of Anglia Auto-Flow, a British company which pioneered development and use of inert gas in poultry processing plants, to Canada. Workshops were held in Guelph and Vancouver to introduce inert gas for stunning and killing poultry to the Canadian poultry processing industry.

The inert gas system meets the criteria for a humane killing system: it is painless, rapid and there is no risk of recovery. It takes place while birds are still in their transport crates, thereby eliminating the stressful shackling of conscious birds. Implementation of this system would mean a significant improvement in bird welfare.

The Canadian government supports gas killing systems for stunning and killing poultry. In 2000, The Canadian Food Inspection Agency, the federal government agency responsible for oversight of slaughter of farmed animals, approved gas stunning of poultry in place of electrical stunning. In a regulatory impact statement, the CFIA noted it's better to gas birds unconscious while they are still in delivery crates than to hang them live on shackles, then electrically stun them before their throats are slit.

The impact statement posted on the CFIA website said, "Dust is reduced since unconscious birds are placed on the evisceration line." It further noted, "The use of controlled atmosphere stunning systems in poultry operations favour the development of automatic hanging of the birds on the evisceration line...(and) this represents a major advantage for poultry operators."

CFIA wrote, "the procedure is fast, painless, efficient and there is no risk of recovery from unconsciousness because the birds are also killed..." Further, gassing the birds "reduces the incidence of broken bones, bruises and haemorrhages in muscle, all of which are commonly associated with electrical stunning."

CFIA then noted, "the environment for personnel working in the poultry stunning area is also very much improved..."

These many benefits cited by the Canadian government are valid reasons to adopt gas killing technology for poultry.

Animal Alliance of Canada looks forward to hearing that KFC and KFC International have taken responsibility for animal welfare, and have adopted the eight PETA-recommended welfare standards which will substantially improve the lives of chickens, as well as improve working conditions for the people who kill the birds.

Sincerely yours,



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Stephanie Brown
Farm Animal Advisor

cc Cheryl Bachelder, President, KFC
David Novak, CEO, Yum! Brands
Bruce Friedrich, Director of Vegan Outreach, PETA
Temple Grandin, Ph.D., Colorado State University
Adele Douglass, American Humane Association
Joy Mench, Ph.D., University of California, Davis
Ian Duncan, Ph.D., University of Guelph
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Michael Applebee, Ph.D., Humane Society of the United States



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