

# PETA and KFC

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March 24, 2003

Ms. Cheryl Bachelder

17000 Ash Hill Dr.  
Louisville, KY 40245

Dear Ms. Bachelder:

I hope you will eventually show yourself to be more a woman of your word than Friday's communiqué indicates, i.e., assuring me that you would definitely call me at my office last week and then sending a letter by courier on Friday. I will be in Louisville this coming weekend and hope you will bite the bullet and call me to meet with you.

I regret that your letter is not honest, unless you are, as I suggested to you, misadvised by your staff. We await with bated breath the NCCR-FMI "comprehensive guidelines," but we also know that contrary to the assertion in your letter to me (and slaughterhouse annual inspections aside), KFC has not taken any steps whatsoever to ensure that your suppliers improve conditions for the birds who suffer so miserably and in such enormous numbers for your restaurants. That statement is as big a whopper as this statement on KFC's Web site: "KFC's guidelines and audits are designed to manage and monitor each step of the process to ensure that all birds are handled humanely and suffer no pain." Were that so—and it is not—there would be no need to await the NCCR-FMI guidelines. In addition, most of the birds raised for KFC are raised overseas and, although you are happy to have visited China and seen so many KFC restaurants, the hideous conditions under which poultry there are raised and slaughtered has not been addressed at all by your firm.

You told me that you are proud of your work and that you have visited KFC's poultry plants. How can any decent human being be proud of the overcrowding, stress, panic, and misery in those sheds and of what is done to those poor birds when they are roughly grabbed by the legs and slammed into a transport truck? Do you think that your daughter would be proud? Out of courtesy and in the hope that you would relate as one adult to another, I said nothing when she came on the line and lingered to hear our conversation, but I have to think that she would be disgusted, not proud, if she knew the horrors inflicted upon animals through your inaction.



# 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

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Of course you would rather not be disturbed in the privacy of your own home, but the animals you torture and slaughter pay for that home with their misery and their very lives yet have nothing remotely like a life or even a nest of any kind. Their “lives” are spent in filth, standing on top of one another. It is merely an accident of birth that you are not one of them. Can you not open your heart to the idea of giving them, at the very least, death by gas, as we have asked, and require your suppliers to take the minimum steps that I outlined earlier?

Again, I believe a face-to-face meeting might benefit KFC, PETA, and the chickens. May I hear from you?

Very truly yours,

Ingrid E. Newkirk  
President, PETA



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