

PETA and KFC

May 24, 2001

Jonathon D. Blum, Senior Vice President
Tricon Global Restaurants, Inc.

Dear Mr. Blum,

Thank you very much for the commitments that you've made regarding Tricon and animal welfare and for Tricon's willingness to maintain a dialogue with PETA. I would like to clarify, with this letter, my understanding of what we've discussed thus far. Let me preface this by asking that you not hesitate to let me know if you feel that I have misunderstood something at any point in our communication.

As I mentioned, Dr. Steven Gross will be the PETA point person for PETA's discussions with Tricon, as he was with McDonald's and, to a more limited degree, Burger King (at the end, he contacted Burger King to try to save both Burger King and PETA the trouble involved in a campaign). Dr. Gross can be reached at 815-334-9442 or via e-mail at SGross@ais.net. Of course, you are more than welcome to contact me anytime as well, at 757-622-7382 or BruceF@peta-online.org.

I do want you to know that I appreciate your self-description as honest, down-to-earth, easily approachable, and easy to reach. I think of myself that way also, and I think that you'll find that Dr. Gross could also be aptly described with those adjectives. I am optimistic that these discussions will go well and that the result in decreased animal abuse is something about which we'll all be able to feel very good.

In our initial conversation on May 14, which was precipitated by my April 25 letter to Ms. Bachelder and which also included Mr. Brian Riendeau, Tricon vice president for government and community relations, you said the following:

- Tricon has contacted Dr. Temple Grandin of Colorado State University, who is also the head of McDonald's and Burger King's animal welfare panels, and will meet with her the week of June 11, which is the earliest that she can work such a meeting into her schedule.
- At that meeting, Dr. Grandin will recommend people for a Tricon animal welfare panel, will review Tricon's present animal welfare



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

AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS

guidelines, and, with Tricon's animal welfare panel, will continue to meet and make recommendations regarding improvements in animal welfare that Tricon will require of its suppliers.

- You are committed to having the panel meet by the end of the summer, sooner if possible, keeping in mind that such a meeting requires figuring out whom to invite, extending the invitations, and convening a meeting.
- Tricon already includes an animal welfare component in all its contracts with all its suppliers. It presently requires humane treatment of animals at every stage—in breeding, in broiler sheds, during transportation, and in slaughterhouses—and assuring humane treatment is one component of Tricon's quality assurance (QA) audits.
- Tricon recognizes that these guidelines are not good enough and wants to “raise the bar” where animal welfare is concerned.
- You will keep PETA in the loop at every stage of the process.

You asked whom I would like to see on Tricon's panel. I suggested and you wrote down, in addition to Dr. Grandin: Dr. Steven Gross (Humane PAC), Ms. Diane Halverson (Animal Welfare Institute), Dr. Ian Duncan (University of Guelph), Ms. Adele Douglas (American Humane Association), Dr. Bernard Rollin (Colorado State University), and Ms. Janice Swanson (Kansas State University). As I mentioned, Dr. Grandin has contact information for all these people, as do I.

In our discussions (both by phone and in person at the annual meeting), you stated repeatedly that Tricon has considered animal welfare to be significant for a number of years, that contracts with Tricon's suppliers require that they comply with humane treatment guidelines, and that Tricon's annual QA audits inspect for humane compliance. I pointed out that I review a variety of industry journals and that none of them has ever mentioned that Tricon (or Pizza Hut, Taco Bell, or KFC) had expressed an interest in any animal welfare issue, and I asked for a single example of a humane standard that Tricon requires. Neither you nor Mr. Riendeau knew of any, but you assured me that they are included in contracts and that suppliers are reviewed for compliance. You told me that you would discuss them with PETA after Dr. Grandin reviews them the week of June 11.

I think you'll understand why it concerns me that Tricon's animal welfare guidelines have not registered as an issue with anyone in industry. No animal welfare experts have mentioned them in their many articles and conference presentations, and no industry representative has complained about them. Even as the animal agriculture industry incessantly debates and analyzes the McDonald's standards, nothing is mentioned about Tricon. My strong hunch is that Tricon's and the industry guidelines are one and the same, which actually discount animal welfare altogether and ask only how much stress can be placed on animals before so many die from the stress that profits are adversely



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

AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS

impacted. In the interests of honesty, these should be called “animal abuse” guidelines, since that’s what they are, although I would not have expected you to know this.

As an aside, I understand your statements that Tricon’s animal welfare requirements have not registered with anyone because you’ve been doing these things without fanfare, but my comments have nothing to do with press interest—nothing: If the egg, slaughter, or any other, industry were required by Tricon to do anything, industry journals would have reported it, because the suppliers that were forced to change would have complained, as has happened with the McDonald’s animal welfare standards.

I know that you were busy, so I appreciate your willingness to sit down with me at the Tricon annual meeting last week, and I appreciate your honesty in sharing your concerns regarding how PETA has dealt with McDonald’s and Burger King. Let me assure you that PETA stands by its word and does not act hastily. If you review the McCruelty.com “PETA and McDonald’s” links from June to October 1999 (when we launched our campaign against McDonald’s), and the www.MurderKing.com “PETA and Burger King” links from October 2000 to January 2001 (when we launched our campaign against Burger King), you will find that our campaigns against these corporations were not launched impulsively. We gave McDonald’s two years to commit to a single improvement, which it did not. We gave Burger King three months to commit to something, *anything*, which it did not. By the time the campaign was launched, we had sent, in both cases, repeated letters attempting to get a commitment to any improvement at all out of these corporations but to no avail. This is all well documented on these Web sites.

Incidentally, because we have suspended our campaign against McDonald’s, we refused to join the recent French fry lawsuit against McDonald’s and refused to make untoward comments about McDonald’s when we were contacted by the media about the suit. We honor our commitments and do not deal with anyone (or any corporation) with guile.

As I also explained, it didn’t help PETA’s view of Burger King that Mr. Rob Doughty, Burger King’s vice president for public relations, was disingenuous with me from our very first conversation and that Burger King sent out a news release on April 2 that was, to put it kindly, not truthful. I understand your concern that perhaps we didn’t give Burger King enough time to implement changes, but I hope that I assuaged your concern by pointing out that Burger King still won’t commit to anything at all, rendering the time frame irrelevant. If you review the documentation from October to the present, we have at no time asked Burger King to do more than commit to improvements on a reasonable timetable. We have at no point suggested that major improvements could be made overnight.



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

AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS

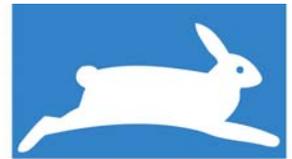
You also asked me about Burger King's statements that it is following animal welfare guidelines. I am attaching, after this letter, Burger King's April 2 news release and our response, from early April (this document is actually the one we've given to Burger King franchise owners, as is probably evident from reading it). As you will see, Burger King is doing nothing about animal welfare. Interestingly, Mr. Doughty told a few media representatives that Burger King's standards are basically the same as McDonald's. In fact, Burger King has done nothing that McDonald's has done—not one single thing, as I explained to you in detail and as is covered in PETA's response to Burger King's news release.

I understand that PETA is not well liked by most of the corporations that raise animals for food, and I appreciate your willingness to include us in Tricon's animal welfare plans. Let me say, as an aside, that PETA employees' favorite fast-food restaurant is Taco Bell and that many of us have been "saved by the Bell" as we were driving long distances, stomachs growling, having not eaten in many hours. Any chance of getting a faux chicken product at KFC? I think I speak for millions of American vegetarians when I say that we would love to get the "secret recipe" taste without having to compromise our opposition to eating animals.

Let me also say that I was pleased to learn by speaking with each of them briefly after the annual meeting that Ms. Bachelder and Mr. Novak are taking a direct interest in Tricon's animal welfare progress, seem to be concerned about the issue, and agreed to read PETA's report on gas killing as an alternative to the predominant current slaughter system. I explained to each of them, independently, that this is a moral issue and that grotesquely abusing animals is not an issue that should be discussed exclusively with an eye to financial gain. I appreciated what seemed to me to be a sympathetic response from each of them.

Please make no mistake about it: Chickens are probably the most abused animals on the face of the planet. Visit any modern broiler shed at week five, six, or seven, and you'll find animals who can barely move. Watch the animals gathered and tossed into trucks by one leg. Follow one of these trucks through all weather extremes, often over a distance that requires many hours of travel. Spend a day in a slaughterhouse. The suffering is almost unbelievable.

As I think is clear in the document that I gave to you, Mr. Novak, and Ms. Bachelder at the annual meeting, the present method of slaughter, especially in the United States where stun "baths" are set at such low levels, is abuse from beginning to end. Even when the electric "bath" is set at 120 mAmps, as it is in similar systems overseas, shackling is painful and often breaks bones, the electric shock is painful and is frequently not intense enough to render the birds insensible to pain, and many animals end up having their throats slit and/or their bodies scalded while they are still fully conscious.



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

AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS

To put it simply, we have a lot of work to do, and it's crucial that we do it as quickly as possible.

Sincerely,

Bruce G. Friedrich
Vegan Campaign Coordinator

cc: Dr. Steven J. Gross, Humane PAC
Dr. Temple Grandin, Colorado State University
Mr. David Novak, CEO, Tricon Global Restaurants
Ms. Cheryl Bachelder, President, KFC
Dr. Ian Duncan, University of Guelph
Ms. Diane Halverson, Animal Welfare Institute
Dr. Bernard Rollin, Colorado State University
Ms. Adele Douglas, American Humane Association
Dr. Janice Swanson, Kansas State University



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

AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS