

# PETA and KFC

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**May 27, 2003**

Jonathan Blum  
Vice President of Public Affairs  
Yum! Brands Inc.

Dear Jonathan,

Thank you for meeting with Bruce Friedrich and Dan Shannon before the annual meeting last week. PETA appreciates your time and the frankness of your comments. We are especially pleased by your statement that you are always available to us by phone or e-mail.

However, you may recall that on May 1, I left multiple messages for you so that we could discuss KFC's news release before commenting on it but without success. I have had this experience in the past, as you may recall, and Yum! has consistently failed to respond to PETA's requests for the animal-welfare plan that you've claimed to have had in place.

Cheryl Bachelder has asked that PETA deal with you from this point on. I am, therefore, attaching a letter that PETA President Ingrid Newkirk sent to her last week in response to a letter from her and would like to clarify a few of the points. Apparently, KFC is planning to implement the National Council of Chain Restaurants (NCCR) guidelines, as promised, and we're pleased that the space guidelines, at least, indicate real progress. However, KFC seems to be renegeing on the following promises made by Ms. Bachelder: to make progress on six of our eight points, all of which are supported by your own panel and the best science on chicken welfare; to discuss our other two points (chickens who are bred and drugged to the point that they become crippled under their own weight and oxygen-deprivation gassing as a less cruel method of slaughter); to discuss internationalization of all standards with Mr. Pete Bassi (which means that nothing that KFC has done in the U.S. will apply anywhere else); and to put all pledges in writing.

It will come as no surprise to you that we're profoundly displeased by this turn of events.

PETA pledged nothing at the meeting with Ms. Bachelder; there was no obligation on PETA's part resulting from her promises, so any post-meeting miscommunication is beside the point. Ms. Bachelder said to Bruce Friedrich



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and Ingrid Newkirk, quite specifically and without any promise of anything from PETA, that KFC would do the things that Ms. Newkirk spelled out in our letter of May 8, 2003. Now, Ms. Bachelder's letter, by characterizing the discussion as "steps of action that we would consider," rather than steps that she had pledged to implement and put in writing, seems to be totally renegeing on all promises, other than those related to the NCCR.

PETA replied to Ms. Bachelder's concerns about PETA's actions in a recent letter, which follows. Bruce Friedrich e-mailed our news release to you at noon on the day that we sent it out, so to claim that there's some duplicity there (or a "leak") is really quite bizarre. And since our letter, our statements to the media, and the subsequent news coverage were laudatory of Yum!, it seems clear that PETA's actions were taken in very good faith, a faith that now appears to have been misplaced.

The last thing that I wish to address in this letter is the statement made by Mr. Novak at the annual meeting, in which he responded to Mr. Shannon's largely laudatory statement by saying that he hoped that PETA would "treat our company as well as we treat our chickens." Bruce attempted to explain that PETA's requests are not at all grandiose but was rudely cut off, despite a promise that Yum! would attempt to allow follow-up questions and despite the fact that there was only one other person waiting to ask a question.

Mr. Novak seems to be under the impression that PETA is demanding that KFC's chickens be raised on the free-range system of 50 years ago. However, as you know, all we're asking is that Yum! follow the best science on farmed-animal welfare, as explained by your own consultants. The things that PETA is asking of KFC address some of the worst cruelties that chickens are subjected to—representing merely the foundation on which to build truly humane treatment of farmed animals.

To say that PETA's campaign treats KFC worse than KFC treats chickens shows that Mr. Novak is either completely unfamiliar with the way that chickens are treated and the improvements that PETA has asked for or is so completely uninterested in animal welfare that he truly cannot see what an obtuse thing it was that he said. Coming from the head of the company, who will ultimately make the decisions on these matters, you can see how very troubling this must be.

Let me close by assuring you that we are simply attempting to hold Yum! to its word—that it takes the humane care of animals seriously. When Yum! agrees to abide by the counsel of its animal welfare panel and implement PETA's eight points, which really are the barest of bare minimums where animal welfare is concerned, PETA will happily call off its campaign.

Since a part of Ms. Bachelder's pledge was to put all promises in writing and she put in writing instead what appears to be a complete renunciation of those



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promises, PETA will not be revising any materials or stepping down our campaign in any way.

Please do let us know if anything we've said in this letter is in any way inaccurate.

Sincerely,

Steven J. Gross, Ph.D.  
Consultant

cc: Cheryl Bachelder, President, KFC  
David Novak, CEO, Yum! Brands  
Dan Shannon, Vegan Campaign Coordinator, PETA  
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  
Karen Davis, Ph.D., United Poultry Concerns  
Michael Applebee, Ph.D., Humane Society of the United States



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