

PETA and KFC

August 12, 2003

Allen Rosenshine, Chairman & CEO
BBDO Worldwide
1285 Avenue of the Americas
New York, NY 10019

2 pages via fax: 212-459-6645

Dear Mr. Rosenshine:

On behalf of the more than 750,000 members and supporters of People for the Ethical Treatment of Animals (PETA), as well as compassionate consumers across the globe, I am writing to ask that you withdraw your firm from bidding for KFC's advertising account.

There are serious reasons why your company should not bid for a lucrative contract with KFC: Quite simply, KFC is behaving in a manner that most decent people would view as unethical. As you may know, PETA and other humane organizations are waging an international campaign against KFC to compel the company to adopt some very minimal guidelines to reduce the suffering of animals raised and slaughtered for its restaurants.

KFC's birds are grotesquely abused. Before the nearly 750 million young chickens killed for KFC each year are slaughtered, they are crammed by the tens of thousands into filthy warehouses, with no access to fresh air or sunlight. Many die there from dehydration, respiratory diseases, bacterial infections, crippled legs (which buckle under their weight as the birds are raised for heavy breast meat), heart attacks (their bodies cannot bear the strain of this super-growth), and other painful ailments. They are given three times as many antibiotics as human beings in this country, so that they will grow as quickly as possible and be able to survive the abominable conditions that would likely otherwise kill them. At slaughter, the birds' throats are cut, but many are not immediately killed, and they are run through scalding hot water (for feather removal) while they are fully conscious. PETA's undercover footage of the abuse that KFC supports can be seen at KentuckyFriedCruelty.com.

Our campaign will not end until KFC adopts the basic animal-welfare program that PETA has recommended, a program based on the best available scientific research on farmed-animal welfare. Indeed, most of PETA's recommendations



PETA

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are supported by the four animal-welfare experts on KFC's own animal-welfare advisory board. KFC has, however, ignored the advice of its own experts.

In addition to turning a blind eye to the abuse described above, KFC's executives have proved themselves dishonest and unethical in their dealings with PETA, the public, and the media. KFC's president flew to PETA's hometown for a meeting, at which she promised an array of changes—apparently in an attempt to forestall demonstrations outside her home—but KFC has reneged on almost all these promises. KFC also lies to the public about its suppliers' abuse of chickens through its news releases, its Web site, and its customer hotline. KFC's lies are so constant and egregious that PETA was forced to file a false-advertising suit against the company, which is detailed on our KFCCruelty.com Web site.

KFC's abuse of animals cannot sit well with you and your employees—many of whom are no doubt sympathetic to animal-protection work, and some of whom may be involved in it themselves—and the negative publicity that KFC generates would reflect poorly on your firm. Accepting an account to promote a company as abusive as KFC would be the moral equivalent of accepting an account to promote a bus company that required African Americans to sit in the back. Accepting an immoral account would invite people of conscience to protest against your agency and its officers.

There are plenty of advertising dollars to be made with ethical, humane companies that do not share KFC's reputation, and we hope that you will pursue business opportunities elsewhere.

I am mailing you our “KFC Cruelty” video today, under separate cover, although you can also view the video and learn more about PETA's campaign at KentuckyFriedCruelty.com.

I will call you one week from today to discuss this matter further, and I hope to hear at that time that you have decided to withdraw from bidding for KFC's account. In the meantime, I can be reached at 757-622-7382 or via e-mail at SteveG@peta.org.

Sincerely,

Steven J. Gross, Ph.D.
Consultant

August 14, 2003

Jonathan Harries, Chairman and Worldwide Creative Director
Foote, Cone & Belding—Chicago



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101 E. Erie St.
Chicago, IL 60611-2897

Dear Mr. Anderson:

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Our campaign will not end until KFC adopts the basic animal-welfare program that PETA has recommended, a program based on the best available scientific research on farmed-animal welfare. Indeed, most of PETA's recommendations are supported by the four animal-welfare experts on KFC's own animal-welfare advisory board. KFC has, however, ignored the advice of its own experts.

In addition to turning a blind eye to the abuse described above, KFC's executives have proved themselves dishonest and unethical in their dealings with PETA, the public, and the media. KFC's president flew to PETA's hometown for a meeting, at which she promised an array of changes—apparently in an attempt to forestall demonstrations outside her home—but KFC has reneged on almost all these promises. KFC also lies to the public about its suppliers' abuse of chickens through its news releases, its Web site, and its customer hotline. KFC's lies are so constant and egregious that PETA



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