

PETA and KFC

Facsimile

To: Jonathan Blum, Tricon Global Restaurants

From: Steven J. Gross, 757-622-7382

Re: PETA & Tricon

Date: August 22, 2001

This is just a brief fax to confirm that I will call you in the second week of September to review our discussion of August 9, 2001, and to clarify PETA's thoughts on a few of the issues raised.

Tricon has issued invitations for your animal welfare panel to Brett Kaye, Bruce Webster, Joy Mench, Temple Grandin, Jim Ayers (Goldkist), and Ellis Brunton (Tyson). Also on the panel for Tricon are Paul Sinowitz, Brian Riendeau, and Sandy Chastain. The panel will report to you, and you in turn will go to Mr. Novak.

As Tricon agrees with PETA that duplicating work will only slow progress, Tricon is committed to swift implementation of animal welfare guidelines, drawing on the experiences from the McDonald's and Burger King panels of Mr. Kaye, Dr. Grandin, and Ms. Mench. Tricon pledges that the panel will review PETA's proposals for animal welfare improvements and that you will keep PETA informed of discussions and decisions made by the panel. Tricon expects to have comprehensive animal welfare guidelines to its suppliers by year's end. Toward that end, you can expect a briefing paper from PETA in the first week of September that will be delivered both to you and to the final members of the Tricon panel.

Per Tricon's statements, PETA will expect to see, by year's end, a comprehensive animal welfare plan that includes a systematic program of implementation with time frames and consequences for failing audits. As per our discussion, there is an enormous amount of abuse in the chicken industry, so we expect continuing improvements in animal welfare and a system of continued briefings.

I know that progress does not come overnight, but I do wish to note that in our previous conversation (June 18, 2001), you suggested that Tricon's animal welfare panel would meet in late July or early August and would include Dr. Bernard Rollin, one of Dr. Grandin's colleagues at Colorado State University. PETA would like to register our desire to see progress come more quickly and



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professed goals for expediency be given the level of commitment required for their successful implementation.

I want to again make note of PETA's concern that Tricon would consider Dr. Bruce Webster to be an animal welfare advocate. As far as PETA is aware, Dr. Webster is an industry apologist and has not published a single paper in favor of animal welfare reforms. You said that you would consider requesting articles on animal welfare that Dr. Webster has written. I would again like to request that you do so. PETA monitors the industry journals and publications and has not seen anything published by Dr. Webster that would indicate that he has any interest in animal welfare improvements.

Because there are so many people on the panel overtly representing industry, as I expressed to you PETA would like an assurance that if two people feel that an issue is of importance, they can bring it up with you; that is, issues should not require a consensus.

In closing, PETA realizes that not everyone in the industry appreciates that Tricon is talking with us and also appreciates that you feel this is the correct way to operate. We appreciate your willingness to listen to our concerns and keep us informed. And we remain optimistic about the animal welfare improvements that are possible as a result of PETA and Tricon's working together. I do hope that you will feel free to call on me should you ever have a concern that you would like to discuss.

cc: Dr. Temple Grandin
Mr. Bruce Friedrich, PETA



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