

PETA and KFC

November 15, 2002

Jonathon D. Blum, Senior Vice President
Yum! Brands, Inc.

Dear Mr. Blum:

PETA has received your October 2 memorandum regarding Yum!'s animal welfare program. We appreciate the continued updates. However, PETA still has very deep concerns about Yum!'s commitment to serious animal welfare reform.

Yum! points to its audits of chicken facilities and its adherence to the American Meat Institute (AMI) cattle guidelines as proof of its progress. While we're glad that you're doing something, we've been in discussions for a few years now, and you remain a long way from having anything like a comprehensive animal welfare program, which you claimed was already in place back in May 2001. As just one example, any even minimally interested person would agree that the present method of chicken slaughter is inhumane, yet KFC has done nothing to move toward gas killing. The number of chickens raised for KFC is so large, and the suffering that these animals undergo so extreme, that nothing short of gas killing for chickens, some modest enrichment of their lives on factory farms, very reasonable standards for transportation, handling, and breeding animals—all totally ignored so far—can be considered "comprehensive."

I once again refer you to our letter of August 6, in which PETA outlined a series of animal welfare improvements and asked Yum! to address them. To this point, these improvements have not even been mentioned by Yum!, let alone addressed. If Yum! is serious about "raising the bar" for animal welfare, as you have personally stated to me, then these are exactly the issues that Yum! must address. Steps such as slaughterhouse audits are important. However, the inherently flawed systems and means of production that presently lead to the intense suffering of animals raised for KFC and Yum!'s other restaurants must be fully addressed.

We do appreciate your continuing to send PETA your animal welfare updates, but please understand that because the issues raised in the August 6 letter remain unaddressed, we will be forced to take action to push consumers to demand that the changes be made. If there is anything you can tell me that



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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TO PROTECTING
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would change that, please let me know. Thank you.

Sincerely,

Bruce G. Friedrich
Director of Vegan Outreach

cc: David Novak, CEO, Yum! Brands
Cheryl Bachelder, President, KFC
Dr. Steven Gross, PETA
Dr. Temple Grandin, Colorado State University
Dr. Ian Duncan, University of Guelph
Dr. Joy Mench, University of California
Adele Douglass, American Humane Association
Terrie Dorte, National Council of Chain Restaurants
Karen Brown, Food Marketing Institute
Brian Riendeau, Yum! Brands
Sandy Chastain, Yum! Brands
Bruce Webster, University of Georgia
Dr. Peter Singer, Animal Rights International



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