

PETA and KFC

November 15, 2002

26 November 2002

Graham Allan, Senior Vice President
KFC (GB) Ltd
32 Goldsworth Road
Woking
GU21 1JT

Dear Mr Allan:

On behalf of the more than 750,000 members and supporters of People for the Ethical Treatment of Animals (PETA), I am writing to request that KFC in the United Kingdom immediately adopt the farmed animal welfare standards described in this letter.

As you may know, PETA has been attempting to work with Yum! Brands in the United States for more than a year now, in an attempt to get the company to implement farmed animal welfare standards. To this point, Yum! has not done nearly enough to improve living and dying conditions for the animals raised and killed for its restaurants, so horrible abuses continue unabated. KFC Great Britain Limited (KFC), of course, has a responsibility to make sure that the animals raised and killed for KFC restaurants in the United Kingdom are not subjected to wanton abuse, and we hope that you will take this responsibility seriously.

As you know, the issue of animal welfare is extremely important to Britons. You may be aware that PETA recently coordinated a successful boycott of Burger King restaurants because of the chain's initial refusal to adopt animal welfare standards. Thousands of otherwise loyal Burger King customers participated in the boycott. We hope that KFC will agree that adopting animal welfare standards is in the best interests of the animals and the company.

We are attaching a copy of a letter recently sent to KFC President Cheryl Bachelder, as well as two articles about farmed animal welfare that detail some of the standard abuses of farmed animals in the UK.

Presently, none of the issues we've discussed in our letter is dealt with sufficiently by UK law. Therefore, the burden is on corporations like KFC to



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ensure that animals are being treated more humanely. By adopting the guidelines we suggest, KFC will be taking a huge step towards ensuring that the animals raised and killed for its restaurants suffer far less.

The following 11 sorely needed improvements must be addressed right away if Yum!'s purported commitment to animal welfare is to be taken seriously. **The science on which each of these items is based is incontrovertible, and animals are suffering to an extreme degree.**

- **Replace current chicken-killing methods with gas killing.** Attached to this letter you will find a report prepared by PETA that explains how killing chickens by slicing their throats, the most commonly used method in the UK, is extremely problematic for the birds' welfare. Poultry experts agree that humane gas killing is far better for animals than present methods. Dr Ian Duncan, a member of Yum! Brands' animal welfare advisory panel, has described gas killing as 'the most stress-free, humane method of killing poultry ever developed'.
- **Install cameras to enforce humane standards in all slaughterhouses.** Cameras would make the job of auditing easier and more precise. They should be installed at key points for animal handling, including unloading areas, shackling areas, the points of entry into the 'stun' bath and scalding tank for chickens, the stunning and hanging areas for pigs and cattle and places where chickens have their throats slit.
- **Implement mechanised chicken catching.** Presently, chickens in the UK are gathered for slaughter by hand by underpaid, undertrained workers, whose rough treatment often grievously injures the birds. Perdue Farms, Inc., one of the world's leading poultry producers, reported that after introducing catching machines into some of its facilities, there was 14 per cent less bruising among birds. Other studies have shown that when using manual methods, there are four times as many broken legs, more than eight times as much bruising, and increased stress indicators.
- **Impose a clear timetable to implement genetic selection for leaner, less aggressive broiler breeders.** Attached, you will find PETA's report detailing the suffering that broiler breeders live in every day as a result of their unhealthy genetic stock. Yum! Brands' own consultant, Dr Joy Mench, has said, figuratively speaking, that a broiler breeder should be referred to as a member of the species 'gallus neglectedus—neglected chicken'. Standards must be set to reduce the suffering that these birds endure by breeding the birds for better welfare, not simply for faster growth.
- **Eliminate forced rapid growth and the use of growth-promoting substances.** Genetic selection has resulted in birds who grow at least three and a half times faster than birds did four decades ago. The result has been an increase in metabolic disorders, painful chronic lameness



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and a mortality rate that is seven times that of laying hens the same age. Hormonal growth promoters are no longer legal in the UK, but antibiotic growth promoters must be banned for use on KFC chickens.

- **Stock chickens at a density of no more than seven birds per square metre, and stock parent flocks at no more than 2.5 birds per square metre.** Currently, chickens in the UK are stocked at densities of up to 19 birds per square metre—far more than can live healthfully in the given space. Birds must be given enough space to engage in natural behaviours.
- **Include sheltered areas and perches in your chicken houses.** Perches and sheltered areas enhance birds' living space, thereby reducing their stress and displaced aggression, as well as providing the birds with the chance to engage in some of their natural behaviours, such as perching and seeking out shade.
- **Give chickens the opportunity to fulfil their natural desire for activity.** Provision of items such as whole green cabbages to peck at and eat would be one solution. Much has been written about the stress and boredom shown by broiler chickens and the parent flocks. These birds are cruelly deprived of environmental stimuli suited to the behaviour patterns of their species. When provided with them, chickens have been seen to eat cabbages down to the core. The cabbages stimulate healthy activity, dispel boredom and provide nutrients without adding to the weight problems of these birds.

I want to stress that we do not expect massive changes overnight. However, we do need to hear that KFC is going to make progress on each of the issues we raise, and we hope that you will advise Yum! Brands to do the same. It is only through the actions of corporations such as KFC and Yum! that the suffering will be lessened.

I will be happy to discuss these matters with you. I can be reached on 020 7357 9229,, or via e-mail at SeanG@petauk.org. Otherwise, we look forward to hearing that KFC will adopt a comprehensive animal welfare programme in the near future. Thank you.

Sincerely,

Sean Gifford
PETA

cc: David Novak, CEO, Yum! Brands
Brian Riendeau, Yum! Brands
Sandy Chastain, Yum! Brands
Cheryl Bachelder, President, KFC
Dr Steven Gross, PETA
Dr Temple Grandin, Colorado State University



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Dr Ian Duncan, University of Guelph
Dr Joy Mench, University of California
Bruce Webster, University of Georgia
Adele Douglass, American Humane Association
Dr Peter Singer, Animal Rights International
Joyce D'Silva, Compassion in World Farming
Dr Karen Davis, Ph.D., United Poultry Concerns
Terrie Dorte, National Council of Chain Restaurants
Karen Brown, Food Marketing Institute



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