

PETA and KFC

September 2, 2003

Pete Bassi, President
Yum! Restaurants International
14841 Dallas Pkwy.
Dallas, TX 75254

Dear Mr. Bassi,

I am writing on behalf of the more than 750,000 members and supporters of People for the Ethical Treatment of Animals (PETA), regarding the latest undercover investigation to reveal shocking abuse of chickens at a KFC supplier—this time, at a Premier Foods farm, one of the U.K.'s leading chicken producers and a KFC supplier.

As you may already be aware, in the August 31 edition of the U.K. newspaper the *Sunday Mirror*, journalist Martin Coultts published the details of a lengthy investigation that he conducted into a Premier Foods chicken farm. Working in conjunction with an undercover team from Hillside Animal Sanctuary, the investigators shot extensive video footage of the conditions on this farm. Here are some descriptions of the cruelty that they uncovered, as published in the *Sunday Mirror*:

- “There are more than 36,000 chickens here in huge windowless sheds. The conditions they have to endure during their short, brutal lives are so horrific it defies belief.”
- “Some birds are so lame and deformed they can only drag themselves to the food and water troughs by their wings. Others stand motionless, too dazed or dying to move.”
- “In one shed where chickens had been taken away for slaughter there were dozens of carcasses littering the floor. In another—where scores of birds had died—their remains were being picked over by other chickens.”
- “One investigator who shot a secret film there said, ‘I have investigated animal welfare for many years, but this easily ranks amongst some of the worst cruelty I have seen.’”

As we all know, this level of abuse by KFC suppliers is no anomaly. A recent investigation into a KFC supplier in Australia uncovered very similar conditions, and experts will confirm that such conditions are standard



PETA

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throughout the “broiler”-chicken industry. While KFC and Yum! should, of course, try to rectify the situation at this one farm, the larger issue at hand is to prevent similar cruelty internationally, at all KFC suppliers. To date, KFC has done nothing—in the U.S. or abroad—to seriously address this issue.

KFC claims to have animal-welfare guidelines in place that “apply to all chicken[s] intended to be sold to KFC,” which PETA takes to include international as well as domestic suppliers. Clearly, if the abuse taking place at this Premier Foods facility went unnoticed by KFC and Yum! Restaurants International, this animal-welfare program is completely worthless and is neither strong enough nor well-enforced enough to protect the chickens whom KFC ultimately uses. **And Premier Foods actually won the “KFC Supplier of the Year Award” in January of 2001.** The fact that KFC actually saw fit to give this farm an award speaks to the company’s complete lack of concern for animal welfare and speaks volumes about other farms, as well as belying the claim that KFC’s animal-welfare program is adequate at any level.

PETA is once again calling on KFC to adopt PETA’s list of recommended animal-welfare guidelines internationally. These guidelines have been approved by members of KFC’s own animal-welfare advisory panel and represent the most up-to-date studies and research into animal welfare. They only represent a bare-minimum level of protection for chickens on factory farms and in slaughterhouses, but nonetheless, these guidelines would have prevented much of the abuse discovered at Premier Foods.

To discuss this matter further, please contact me at 757-622-7382, extension 1342, or via e-mail at BruceF@peta.org. Thank you for your time and attention.

Sincerely,

Bruce G. Friedrich
Director of Vegan Outreach

cc: Dr. Steven Gross, PETA
Jonathan Blum, Senior Vice President, Yum! Brands
Cheryl Bachelder, President, KFC
David Novak, CEO, Yum! Brands



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