

PETA and KFC



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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KFC Denies PETA Claims

Company Cites Established, Comprehensive Animal Welfare Program Including Strict Enforcement, Animal Welfare Advisory Council and Unannounced Audits

LOUISVILLE, Ky. (January 7, 2003) - KFC Corporation dismissed allegations made by PETA today, stating that KFC has an established and (sic) comprehensive Animal Welfare Program. KFC has developed and implemented specific, quantifiable guidelines for the treatment of chickens by its suppliers at processing facilities. The Company has engaged outside experts to conduct regular unannounced audits at its poultry suppliers to ensure full compliance with KFC's Animal Welfare Policy. Failure to comply with these guidelines could result in KFC's termination of a supplier's contract and relationship with KFC.

The guidelines were developed in consultation with KFC's Animal Welfare Advisory Council which consists of leading scientists and academics in the field of animal welfare.

"KFC is committed to the well-being and humane treatment of broiler chickens," said Dr. Joanne Plichta, Vice President, Research and Development, KFC Corporation. "Our Animal Welfare Council has established a set of quantifiable guidelines that have been implemented in our supplier processing facilities. The experts on our council have also reviewed several PETA proposals and determined that the majority of them are impractical and not based on sound science," Dr. Plichta added. The Council will continue to review proposals from outside groups and provide KFC with an independent perspective on each.

Under the guidance of Dr. Temple Grandin, one of the world's foremost experts in the field of animal welfare, KFC is conducting unannounced audits to ensure that its suppliers are complying with guidelines. "KFC and its Animal Welfare Council have established very specific, quantifiable broiler processing facility guidelines," said Dr. Temple Grandin. "I am working closely with KFC as it implements its audit program to ensure supplier compliance with those guidelines," added Dr. Grandin.

"KFC's Animal Welfare Advisory Council contains some of the leading experts in the field," said Adele Douglass, Executive Director, Farm Animal Services, American Humane Association. "That Council has helped KFC develop sound, science-based guidelines for poultry processing facilities, and I'm pleased that KFC is using Dr. Grandin to conduct its audit program to

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ensure compliance," Douglass said.

"In our view, KFC, through its Animal Welfare Advisory Council, has been an industry leader in establishing specific, enforceable poultry welfare criteria for our processing facilities," said Dr. Ellis Brunton of Tyson Foods. "They have also been instrumental in developing effective and reasonable farm-level welfare guidelines for the poultry industry," Dr. Brunton stated.

In addition to its own initiatives, KFC is helping to spearhead the current effort by the National Council of Chain Restaurants, the Food Marketing Institute, and the major supplier trade associations, to develop industry-wide, comprehensive guidelines for the humane treatment of beef, pork and poultry on farms. Our expectation is that these industry-wide guidelines will be completed in February.

"We also believe it is important to develop farm-level welfare guidelines that are consistent across the industry. We will continue to work with our welfare council as well as through the NCCR and FMI process to accomplish this goal," said Dr. Plichta.

"KFC has been instrumental in helping initiate and lead the process we are now engaged in to develop comprehensive, industry-wide guidelines for farm animals" said Terrie Dort, President of the National, Council of Chain Restaurants.

KFC's Animal Welfare Council is comprised of: Dr. Temple Grandin, Colorado State University; Dr. Joy Mench, Director of the Center for Animal Welfare, University of California (Davis); Dr. Ian Duncan, Dept. of Animal & Poultry Science, University of Guelph, Ontario; Adele Douglass, Executive Director, Farm Animal Services, American Humane Association; Dr. Bruce Webster, The University of Georgia; Dr. Ellis Brunton, Senior Vice President of Science & Regulatory Affairs, Tyson Foods and Jim Ayers, Director of Research & Quality Assurance, Goldkist, Inc.

KFC Corporation, based in Louisville, Ky., is the world's most popular chicken restaurant chain specializing in Original Recipe®, Extra Crispy™, Colonel's Crispy Strips® chicken and Popcorn Chicken with home-style sides and freshly made chicken sandwiches. Since its founding by Colonel Harland Sanders in 1952, KFC has been serving customers delicious, already-prepared complete family meals at affordable prices. There are over 11,000 KFC outlets in more than 80 countries and territories around the world serving some 8 million customers each day. KFC Corporation is a subsidiary of Yum! Brands, Inc., Louisville, Ky.



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