

May 31, 2005

David Novak, CEO  
Yum! Brands  
1441 Gardiner Ln.  
Louisville, KY 40213

2 pages via fax: 502-874-8315

Dear Mr. Novak:

You may be aware that PETA has recently made public the results of an undercover investigation into a Tyson Foods slaughterhouse in Heflin, Ala. While this particular slaughterhouse does not supply KFC, Tyson Foods is a major KFC supplier. KFC also refers to Tyson's animal welfare program on its Web site, and Tyson Director of Animal Well-Being Kellye Pfalzgraf is a member of KFC's industry-dominated Animal Welfare Advisory Committee (AWAC). As our investigation shows, Tyson Foods is failing to address chicken welfare in a serious way, and this is a major problem for KFC.

From December 2004 through February 2005, PETA's undercover investigator worked on the slaughter line of this plant. Using a hidden camera, he documented the treatment of the more than 100,000 chickens killed there every day. Anyone would be horrified by what he saw: Live birds had their heads torn off by hand because workers couldn't be bothered to kill them by slitting their throats; birds had their bodies mutilated by throat-slitting machines that didn't work properly, including one bird who had the skin torn entirely off her chest; workers threw chickens around and were cruel to them just for fun; and chickens went through the "scald bath" (a tank of scalding-hot water used to remove their feathers) while they were still conscious and able to feel pain.

A number of prominent animal welfare experts, including former members of KFC's AWAC, spoke out against the abuse uncovered in this plant. Dr. Temple Grandin wrote, "This is a total FAILURE on animal welfare;" Dr. Mohan Raj wrote that "due to the lack of appropriate legislation to protect the welfare of birds at slaughter people seem to get away with [these] cruel and unethical practices;" and Dr. Laurie Siperstein-Cook wrote, "This video demonstrates egregious failings on the part of the design, staffing and training at this slaughterhouse."

Since KFC's plan for preventing abuse at chicken slaughterhouses seems to rely heavily on Tyson Foods, this information should be disturbing to you, to say the least. Clearly, passing the buck on to KFC's suppliers is not enough—this investigation is proof that KFC must develop its *own* meaningful animal welfare program for both factory farms and slaughterhouses, including a plan for adopting controlled-atmosphere killing (CAK) at all supplier slaughterhouses, since CAK would have prevented all of the abuses uncovered by this investigation. I urge KFC to reconsider its obstinacy on this issue and immediately pledge to implement the recommended animal welfare guidelines of Drs. Grandin and Duncan within a reasonable timeframe.

Sincerely,

Steven Jay Gross, Ph.D.  
Consultant, Corporate Affairs

cc: Gregg Dedrick, President, KFC  
Harvey Brownlee, Chief Operating Officer, KFC  
Joaquin Pelaz, Senior Vice President, Product Excellence, Yum! Brands  
Scott Toop, Vice President & General Counsel, KFC  
Doug Hasselo, Chief Food Innovation Officer