

March 1, 2005

Harvey Brownlee, COO
KFC Corporation
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1 page via fax: 502-874-2890

Dear Mr. Brownlee:

On behalf of all the members and supporters of People for the Ethical Treatment of Animals (PETA), as well as kind people around the world, thanks to you and your staff for taking the time to meet with us on Friday. I hope you share my feeling that the meeting was a positive step and that it may mark the beginning of improved conditions for chickens raised and killed for KFC and signal an end to the conflict between PETA and KFC over this issue. If you have any trouble reaching Drs. Duncan, Raj, Grandin, and Mench and Ms. Douglass, please let me know and I will assist in seeking them out.

Allow me to recap the issues on which KFC will be preparing its action plan:

- **Controlled-atmosphere killing (CAK)**—PETA is asking KFC to phase in CAK using the best practices available: a system that does not dump live chickens but kills them in transport crates and one that uses inert gasses rather than CO₂, which is believed to cause welfare problems.
- **Automated gathering**—PETA is asking KFC to phase in automated gathering using the best machines available. PETA understands that several of KFC's major suppliers are already making great strides in this area, so this should be an easy step for KFC.
- **Use of antibiotics and other growth-promoting drugs**—PETA is asking KFC to cease giving antibiotics and other drugs to healthy chickens, as recommended by the World Health Organization and American Medical Association, as well as animal welfare advocates.
- **The Animal Care Standards**—this program covers living conditions for chickens on factory farms and was developed by Dr. Mench, Dr. Grandin, and Ms. Adele Douglass.
- **Breeding methods**—PETA is asking KFC to breed healthier strains of chickens who will be less aggressive and who will not suffer crippling leg deformities as a result of forced rapid growth.

We trust that, as discussed, KFC's action plan will also address two key big-picture issues: transparency, whereby KFC's animal welfare guidelines would be available to its customers for verification, whereby KFC would conduct announced and unannounced third-party audits of its suppliers by experts in poultry welfare to ensure compliance with its guidelines. As I



PETA

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experts you are consulting will tell you, transparency and verifiability are crucial to the success of any bona fide animal welfare program.

As you will hear from the expert statements that you are soliciting, these recommended changes are not just the best thing for the animals, they are also the best thing for KFC, both from an economic perspective and from a public relations one. Even if the improvements do not pay for themselves within a year or two (which studies have shown they will), KFC could more than recoup its investment through the positive image and press it will garner as a leader in the humane treatment of farmed animals. A recent Gallup poll showed that 96 percent of Americans believe that animals should be legally protected from abuse.

One concern that PETA has regarding our discussion on Friday is its limitation to the U.S. As you know, the majority of chickens raised and killed for KFC live and die outside of the U.S. While we still hope that KFC's action plan will be a step forward, it is crucial that KFC address the welfare of all chickens it is responsible for, including those outside the U.S. Just to clarify, PETA will also stop campaigning against KFC overseas if your action plan involves an international phase-in of all standards in the countries where you have more than 95 restaurants.

Finally, as we discussed, PETA is not asking for any changes overnight, but only for a concrete plan with a firm and proper timeline that addresses all of these issues. As you know, we are not asking that you give chickens sunlight, fresh air, nests, the ability to raise their young, or any of the many other important things that chickens want and need. We are only asking that you phase out the most egregious abuses currently in evidence.

Once again, thank you for your time at the meeting on Friday. We look forward to reviewing KFC's action plan within 30 days.

Sincerely,

Steven Jay Gross, Ph.D.
Consultant

cc: Doug Hasselo, Chief Food Innovation Officer, KFC
R. Scott Toop, Vice President and General Counsel, KFC
Bonnie Warschauer, Vice President of Public Relations, KFC
Terry Bond, Director of Public Relations, KFC
Gregg Dedrick, President, KFC
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