

# PETA and KFC

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Facsimile

To: Mr. Jonathan Blum and Mr. Brian Riendeau, Tricon Global Restaurants  
From: Dr. Steven J. Gross,  
Re: PETA and Tricon  
**Date: January 29, 2002**

This memorandum details the conversations of December 6, 2001, and January 23, 2002, involving PETA and Tricon Global Restaurants. The conversation on December 6, 2001, included Mr. Brian Riendeau, Vice President of Government and Community Affairs at KFC, and Dr. Steven Gross, representing PETA. The conversation of January 23, 2002, included Mr. Brian Riendeau and Mr. Jonathan Blum of KFC and Dr. Steven Gross, representing PETA.

December 6, 2001

Dr. Steven Gross spoke with Mr. Brian Riendeau, who serves on the KFC animal welfare committee as well as the NCCR/FMI group.

Mr. Riendeau indicated to Dr. Gross that Tricon's goal is to have slaughter guidelines by the end of the year. He said that Dr. Temple Grandin would train his quality control (QC) people in the first quarter of next year and that by the second quarter, they should be doing their own inspections.

Dr. Gross praised KFC for the progress, but suggested that much more remains to be addressed. For example, simply addressing slaughter fails to address the critical issue of how these animals are treated during their lives and transportation. Dr. Gross referred Mr. Riendeau back to PETA's letter outlining critical issues for "broilers" and "broiler breeders."

Mr. Riendeau told Dr. Gross that the company was following "parallel tracks" and was addressing production issues, although he was unable to commit to any improvements or to give any specific examples. He noted that KFC was working directly with McDonald's and Burger King and was also working with NCCR/FMI.

Dr. Gross referred Mr. Riendeau to a December 3 article in *Feedstuffs* in which the FMI references industry standards. Dr. Gross reminded Mr. Riendeau that in the egg industry, the "standard" was set to go from 48-53 square inches to 67 square inches in a 12-year time span and that PETA had made it clear to the



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industry that their animal welfare timeframe was totally unacceptable. Dr. Gross suggested that the broiler industry has the same approach to animal welfare as the egg industry, or worse, and that PETA has the same reaction to broiler industry “standards” as to egg industry standards. Dr. Gross told Mr. Riendeau that PETA expects serious and substantial animal welfare improvements for chickens throughout their lives, as detailed in PETA’s previous correspondence.

Dr. Gross then asked Mr. Riendeau about the agreement KFC and PETA have with regard to the sharing of specific details about what KFC is doing to address the issue of animal welfare. Dr. Gross reminded Mr. Riendeau that PETA has kept to its end of the agreement by not sharing anything but optimism with the media and by not campaigning against KFC in any way. Dr. Gross informed Mr. Riendeau that PETA does not feel that KFC is meeting its end of the deal. Dr. Gross noted that PETA wants to know and to comment on what issues Tricon is addressing and what options for improvement it is considering.

Mr. Riendeau said that he was not in a position to share specifics at this time. He stated that by the first quarter of 2002, the company should have guidelines “that everyone would like.” Dr. Gross asked if “everyone” included PETA, and Mr. Riendeau responded in the affirmative. Mr. Riendeau also said that he would be putting animal welfare issues on the company’s Web site in the near future and that he would notify Dr. Gross of this change.

Mr. Riendeau also agreed to discuss PETA’s concern that Tricon is not keeping up its end of the agreement with Mr. Jonathan Blum and the council. Mr. Riendeau said that he would respond to Dr. Gross in early January.

January 23, 2002

On January 23, 2002, Dr. Gross, Mr. Blum, and Mr. Riendeau discussed Tricon’s animal welfare plans. Mr. Jonathan Blum started by stating that KFC has developed guiding animal principles, that it has an animal advisory council, and that it has established broiler slaughterhouse guidelines. He noted that Dr. Grandin will begin to train KFC’s quality control staff within a month. Mr. Brian Riendeau noted that these guidelines were largely written by Drs. Temple Grandin, Joy Mench, and Ian Duncan and that they are similar to the AMI standards for cows and pigs. He stated that everything is measurable and reliable.

Mr. Blum asked Dr. Steven Gross for help in deciding whether or not he should post the animal welfare standards on the company’s Web page. Dr. Gross indicated that other chains— McDonald’s, Burger King, and Wendy’s— did post their standards. Dr. Gross suggested that posting them was probably good PR, as most consumers want to know that animals are being raised as humanely as possible. Dr. Gross said that PETA would accept a letter



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addressed to them, a Web site announcement, or any other public or clearly documented statement that shows that KFC is committed to specific actions that reduce animal suffering. Verifiability would also have to be addressed.

Dr. Gross complimented KFC on hiring an excellent group of animal advisors and for developing slaughter standards that minimize animal suffering. Dr. Gross asked if Mr. Blum would send a copy of the protocol to him. Mr. Blum said that he would, and Mr. Riendeau said that it would be mailed within a day. Dr. Gross indicated to Mr. Blum that PETA wanted to be able to talk with KFC about the concerns PETA raised in letters sent last May and August. Mr. Blum said that PETA should share all its concerns with the animal advisory board. Dr. Gross noted that PETA had already done so and that it had been doing so for many years. Dr. Gross reminded Mr. Blum that the critical decision-maker is not the advisory board. [Note: McDonald's advisors were making recommendations for years before McDonald's agreed to make any substantive changes.]

Dr. Gross requested that PETA have an opportunity to talk with Mr. Blum or whoever he and Mr. Riendeau felt would be one of their main decision-makers on the issue of what animal welfare guidelines KFC would adopt.

Mr. Riendeau indicated that FMI/NCCR is planning to release guidelines by June 2002 and that KFC hopes to release guidelines by April or June 2002. Mr. Blum stressed that they want guidelines to be coordinated across the industry. Dr. Gross indicated that PETA understood and that it supported the idea of industry guidelines, though each company would need to tailor guidelines to fit its views about animal welfare, and each company would have to enforce the guidelines.

Dr. Gross explained that PETA would like the opportunity to talk with KFC and at least one of the company's animal welfare experts at the same time.

Dr. Gross pointed out that genetic selection in the breeding of broilers has put animal welfare considerations second to profit and that as a result, these birds suffer tremendously. He explained that due to genetic breeding, leg problems are serious and commonplace and that PETA, as well as Tricon's consultants, knows that feeding the birds a mild analgesic would reduce the pain and have no negative impact on consumers. Dr. Gross asked what KFC's commitment was to reducing such suffering.

Dr. Blum encouraged PETA to share its views with the committee. Dr. Gross told Mr. Blum that PETA did not need Tricon's permission to share concerns, but did need to hear from Tricon that the committee's suggestions would be adopted. He explained that PETA has been in contact with Tricon's advisors for years and that this was not a discussion between PETA and KFC.



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Mr. Blum repeated himself and said that he could not respond to guidelines until they were created. Dr. Gross asked if Mr. Blum would allow the committee to give PETA the raw guidelines before KFC decided what to do. Mr. Blum responded in the negative. Dr. Gross explained that if Tricon wanted a dialog with PETA, Tricon should allow PETA to have input into the guidelines. Mr. Blum said that the conversation today is input into the guidelines.

Mr. Blum suggested that Tricon is willingly listening to PETA and is encouraging its animal welfare advisors to consider PETA's input. He suggested that PETA should be thrilled that Tricon is so receptive to PETA's concerns and is both receptive to and supportive of PETA's talking with Tricon's animal advisory board.

#### Conclusions:

PETA agrees that Tricon's willingness to consider PETA's concerns is valuable. PETA appreciates Tricon's supportive stance regarding PETA's talking with Tricon's advisory board and appreciates the integrity of most of the people on the board. PETA appreciates that Tricon will have guidelines for chicken slaughter that Tricon feels will make everyone happy. We hope that these guidelines will include a time frame for the phase-in of gas killing of the birds to replace the present method, which involves an array of abuses, including live shackling and other problems. PETA also appreciates Mr. Riendeau's statement that Tricon is working on a parallel track to improve conditions for chickens during their lives and during transport and looks forward to seeing these improvements.

PETA remains worried that Tricon refuses to give PETA more information. That is, PETA would like the opportunity to comment on guidelines before they're adopted. Considering that Tricon is making improvements, PETA believes that Tricon should give its animal welfare advisors permission to discuss Tricon's progress and their recommendations to Tricon.

cc: Dr. Temple Grandin, Colorado State University  
Dr. Joy Mench, University of California  
Dr. Ian Duncan, University of Guelph  
Adele Douglass, American Humane Association  
Bruce Friedrich, PETA



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