

# PETA and KFC

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**April 25, 2001**

Cheryl Bachelder, President & Chief Concept Officer  
KFC, U.S.A.

Dear Ms. Bachelder:

I am writing on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 700,000 members and supporters.

I am sure you are aware of PETA's successful campaign to convince McDonald's to improve the welfare of many of the animals killed for its restaurants (read all about it at [McCruelty.com](http://McCruelty.com)), and our present campaign to compel Burger King to follow suit ([www.MurderKing.com](http://www.MurderKing.com)). This latter campaign has already resulted in hundreds of demonstrations, including events in all 50 states and more than a dozen other countries. We have people leafleting weekly or monthly in more than 100 cities across the country.

I'm writing to ask why KFC, even as McDonald's, Burger King, and Wendy's convene animal welfare panels to discuss animal abuse, and even as McDonald's and Wendy's are auditing slaughterhouses and making animal welfare improvements, does nothing at all? I am happy to put you in touch with the consultants who are assisting these other corporations, should you wish that to happen.

As you must know, chickens raised for your restaurants lead lives of unmitigated misery, from their births to their violent deaths. As just two examples, chickens now grow 6-to-7 times as quickly as they would naturally, but their hearts, lungs, and legs cannot keep up, so they frequently suffer lung collapse, heart failure, and crippling and painful leg deformities. At slaughterhouses, many chickens are literally boiled alive as they reach the scalding tank used for hair removal while still fully conscious. Will KFC, as McDonald's and Burger King have, convene an animal welfare panel to address issues of particular animal suffering and how to abate it? And will KFC, as McDonald's has, work on the issues of chicken catching and slaughterhouse cruelty?

Business and agricultural consultants tell us that Burger King will be forced to capitulate in the not-to-distant future. In anticipation, we are looking ahead to our next target (for leaflets, action alerts, posters, billboards, T-shirts, articles, and so on). We have no desire to engage KFC if there is action on the part of



# **PETA**

**PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS**

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the company. I am happy to discuss what KFC & Tricon can do in this regard.  
I hope to hear from you soon. Please call me any time at 757-622-7382.

Sincerely,

Bruce G. Friedrich  
PETA



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