

PETA and KFC

May 8, 2003

Cheryl Bachelder, President
KFC, Inc.

5 pages via email

Dear Cheryl,

Thank you for meeting with us yesterday. We look forward to receiving your pledges in writing, as promised. Please allow me to review those pledges and to tell you what PETA is willing to do in response.

We are most encouraged that KFC will do the following:

- KFC will quickly move to kill chickens in the “stun” bath at KFC’s U.S. slaughterhouses, rather than merely attempting to stun or immobilize them, if this is not happening now. This is the item we discussed regarding the level of current in the baths and the fact that killing the animals in the bath will ensure that they do not regain consciousness, are not simply immobilized, and so on.
- KFC will implement the most humane mechanized chicken-gathering system that its animal welfare panel recommends for at least 10 percent of KFC’s U.S. chickens by the end of the year and at least 25 percent by the end of 2004.
- KFC will decrease chicken-stocking density by about 30 percent, from 8.5 to 6 pounds per square foot. This is very good and should decrease death losses as well, saving money for KFC’s suppliers. Would you please clarify the time frame for this?
- KFC will work with its own animal-welfare panel to add simple mental and physical stimulation devices such as cabbages or corn, as well as simple enhancements, such as low perches. We assume that this will include broiler-breeder facilities as well as simple broiler facilities—would you please confirm this? Again, by reducing bruising and death losses, this should save money.
- KFC will install cameras in all of its 29 U.S. slaughterhouses, starting right away and finishing by the end of 2004, using a camera-placement plan developed by its animal-welfare panel. The video footage recorded by these cameras is to be used both as a part of each facility’s monthly



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self-audits, as well as in the unannounced audits that will take place at least annually under the guidance of KFC's animal-welfare panel.

We also wish to acknowledge the other items that KFC has pledged to do, or has done, that will have, or are likely to have, a positive impact on chicken welfare:

- The slaughter audits that KFC is carrying out are clearly much better than not doing the audits, and we are sure that they have decreased cruelty to chickens. The audit form and protocol are encouraging in that they indicate real improvements.
- We appreciate your efforts to pressure the National Chicken Council to take seriously the animal-welfare program process proposed by the Food Marketing Institute and the National Council of Chain Restaurants. We hope that you will continue to push this process forward and pull the entire industry forward on all the progress that KFC makes.
- We appreciate KFC's efforts to get to the bottom of the Grannis, Ark., whistleblower case and any efforts that you take to ensure that such sadistic cruelty does not occur in any plant that supplies KFC, even tangentially.
- Your pledge not to adopt systems that impose an unnatural lighting schedule and/or do not allow natural ventilation for the animals is commendable.

Finally, there are some general pledges that you made that, if taken seriously, would require the adoption of all of PETA's 8 points and a swift end to PETA's campaign against KFC:

- KFC will continue to make improvements in chicken welfare, under the tutelage of Drs. Grandin, Duncan, and Mench and Ms. Douglass. You stated, specifically, "Now that the FMI/NCCR guidelines are coming out, we will be calling on our panel more." We hope that this will include a pledge to address the issues of breeding for weight and aggression, as well as a phase-in of gas killing of birds at slaughter, using the most humane methods available.
- Transparency: KFC will continue to keep PETA apprised of its progress. We would suggest continuing to post your progress on your Web site, too.
- Verifiability: KFC will require that its suppliers conduct monthly audits for compliance on all of its standards, with annual unannounced audits by independent inspectors who know about chickens and have a track record of concern for their welfare. These annual audits will include a review for all standards and must be supported by, and done under the guidance of, Drs. Grandin, Mench, and Duncan and Ms. Douglass.



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- Enforcement: KFC will enforce its standards in a meaningful way, under the tutelage of its animal-welfare panel. Can you please tell us how this will work and confirm that, at a bare minimum, when a supplier fails a KFC audit, KFC will follow up monthly with unannounced audits in order to ensure that the supplier moves toward compliance and sever ties with any supplier that fails to meet KFC's requirements twice in a row?

Clearly, these steps will decrease suffering for chickens to a significant degree, and we thank you for pledging to implement them and for implementing those already in place.

Regarding the other quality of life issues we discussed, please consider these few key points:

- KFC should set a maximum ammonia level of 10 ppm, on a reasonable timeframe. Your present standard of a 25 ppm maximum with a goal of 10 ppm is an improvement, but it is scientifically reasonable to phase in a maximum of 10 ppm by the end of next year.
- Upon further consideration, we don't understand your requirement that litter moisture should not exceed 35 percent. The recommendation that we infer from our understanding of the relevant science is for a maximum of 25 percent. We would be interested to know how you got to 35 percent, as we understand that bird injuries remain high at that level.
- We are pleased that KFC is implementing an incentive program in order to decrease injuries, but did you misspeak when you suggested that the maximum number of birds per hand for handlers should be five? There is no way that someone can hold five birds in each hand and load them into cages without terrifying and injuring the animals. Your own advisors suggest that if catching is done manually, handlers should carry the animals upright or at the very least by both legs—this would be completely impossible for someone with five birds in his or her hand.
- Regarding broiler breeders, if your recommendations relate only to water and food, it would still be a real improvement, but please review our report on this issue, which discusses an array of other problems related to broiler-breeder abuse, and is based on the best scientific research available.

However much we would like to do so, we cannot call off our campaign against KFC until, as I explained, we receive a pledge from you for international movement on all eight of our points—all of which are supported by your own animal-welfare experts. We cannot ignore the years of work that we have put into moving KFC on these issues, and we cannot neglect the fact that KFC has still not moved to eliminate the two worst abuses of chickens:



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their inherently abusive slaughter and their genetic breeding, which leads to “remedies” such as cutting off the chickens’ combs, toes, spurs, and beaks and partially plugging up their nostrils, as well as their constant hunger and their being drugged for weight gain. We feel certain that KFC will eventually make this pledge and only wish that it would do so immediately, implementing it on a reasonable timeframe, so that we could call off our campaign. We certainly look forward to hearing good news from your meeting on Friday with KFC’s corporate suppliers.

Non-negotiable basic improvements that still need to be made, which are supported by KFC’s own experts:

- **KFC must pledge to implement gas killing**, using the latest technology, of all KFC chickens. As we mentioned in our letter of May 1, PETA has contacted the foremost expert in Europe, Dr. Mojan Raj, who is willing to work with KFC to implement the best gas killing technology. This system poses no worker- or carcass-related or other concerns. The technology has been approved by DEFRA, the U.K.’s USDA, and KFC can implement it. You said that you “can’t do this overnight,” and we don’t expect you to. We do, however, expect you to do it, as the present method of slaughter is terrifying for the animals and abusive, as we have spelled out in detail in our report on this issue.
- **KFC must pledge to breed for leaner birds** who are not incapacitated by their bulk. As you have seen in PETA’s report on what your own expert, Dr. Mench, calls gallus neglecticus, broiler breeders, especially, lead lives of unmitigated misery as a result of present breeding schemes. It is essential that the clock be turned back and that breeding be done for stronger legs, rather than for bulk. We appreciate your pledge to talk with your animal-welfare panel about this issue—please accept their recommendations. As you probably noted in the Compassion in World Farming (CIWF) report that we sent you, this is the primary welfare issue for chickens, and it has prompted CIWF’s lawsuit in the U.K., which attempts to shut down the broiler industry on the basis of cruelty to animals.
- Pledge a full phase-in of mechanized gathering within three years. If you can have 10 percent by the end of this year, and 25 percent by the end of next year, surely you can have 100 percent by the end of 2005.
- Pledge to phase in all improvements in the 14 countries where KFC has more than 85 restaurants, plus all of Europe. We appreciate your pledge to discuss these issues with Mr. Bassi and Ms. Chastain’s pledge to share information with her counterparts internationally. As Paul McCartney wrote to McDonald’s, in pushing for internationalization of their standards, which is beginning now, “Abuse is abuse, whether it goes on in Sussex or San Salvador, Toronto or Tijuana.”
- Pledge to move toward a phase-out of antibiotics, under the tutelage of your animal-welfare panel. We recognize that this will require progress



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on the other points first, and would not expect movement on this any more quickly than advised by Drs. Grandin, Mench, and Duncan and Ms. Douglass. We believe, based on our discussions with them, that you can phase out non-therapeutic drug use if you make progress on the other issues.

Again, we are not looking for immediate international change, but we are asking KFC to eliminate the very worst abuses of the chickens killed for KFC and their parent stock—our eight points are bare minimums and do not require that the animals be given sunlight, fresh air, the ability to dust bathe or raise their families—in other words, to be the animals that nature intended them to be. KFC could end this campaign today by pledging to implement our eight-point plan internationally, within the context of the pledges you’ve already made for transparency, continued progress, verifiability, and enforcement of standards.

That said, we do want to acknowledge what KFC has done on five of our eight key issues and your pledge to look at our other three issues and internationalization. In response to KFC’s willingness to move forward on five of PETA’s eight demands, as well as the other significant items detailed above—and with the expectation that KFC will move on our other issues in good faith—PETA will do the following:

- PETA will suspend all activities in Louisville for 60 days, to give KFC time to demonstrate its pledges, including at an international level. We will not engage in demonstrations at your homes or headquarters, and the weekly demonstrations that the local activists were organizing will be postponed for a minimum of 60 days.
- PETA will call off the demonstration at KFC’s shareholder meeting next week—instead, we will commend KFC’s progress at the meeting, even as we call for KFC to do far more.
- PETA will revamp its Web site, KentuckyFriedCruelty.com, and all its campaign materials to reflect KFC’s pledged improvements.
- PETA will suspend all planned KFC-focused news releases from PETA’s U.S. headquarters for the month of June, assuming good-faith progress on the part of KFC during May and into June.
- PETA will suspend all planned billboards and advertisements for 60 days.
- PETA will put on hold “step-ups” in the campaign for 60 days.

You asked me how you could give anything on PETA’s demands without getting something significant in return. This statement concerned me, because KFC officials have been saying for the two years that we’ve been talking with them that they care about these issues, want to be leaders, and so on, and their Web site says that they don’t allow the animals to be injured. We don’t want you to do this for PETA, and we would prefer not to have to be here pushing



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you. These improvements are bare minimums that need to be implemented because they're the right things to do for a corporation that kills more than 700 million animals every year. Also, the significant thing you will get in return is that you will become a true leader in your field and history will record that you took these steps as a time when human beings were just learning how cruel they were being to animals. You will also win support from consumers who will read and learn about how KFC has acted for animal welfare.

As you have seen here, we have some questions and concerns and we are requesting some clarifications. We look forward to receiving the letter from you that will detail KFC's plans, as spelled out above, which you mentioned that you would send right away.

Bruce Friedrich and Dan Shannon will be in Louisville for your shareholder meeting and would like to meet with you before or after the meeting in order to continue these discussions. Would you please let me or them know if that suits you. I look forward to hearing from you.

Sincerely,

Ingrid Newkirk



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