

# PETA and KFC

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**May 9, 2002**

Jonathon D. Blum, Senior Vice President  
Tricon Global Restaurants, Inc.

Dear Mr. Blum,

Dr. Gross related to PETA the details of his conversation with you on May 1, 2002. We're pleased that Tricon has completed the training of its chicken slaughter auditors and plans both announced and unannounced audits. On this issue, specifically, can you tell us how often the audits will take place, when they will begin, and how often Dr. Grandin or someone else she approves as an independent auditor will physically inspect slaughterhouses?

You told Dr. Gross that your animal welfare panel has not met in more than six months and had nothing planned before he called you. Although it's important that the panel will discuss issues raised by PETA, real commitment entails your adopting for all Tricon suppliers the standards already endorsed by all of the animal welfare scientists on that panel. There is really no excuse for Tricon's failure to act on these issues.

A year ago, preceding Tricon's shareholder's meeting on May 17, 2001, you told me that Tricon wanted to "raise the bar" on animal welfare. On May 24 of last year, PETA concluded with an optimistic letter to you that included the line, "[W]e have a lot of work to do, and it's crucial that we do it as quickly as possible." On August 9, 2001, you agreed that duplicating the work of McDonald's, Burger King, and Wendy's would only slow progress and committed to swift implementation of animal welfare guidelines drawing on experience from the McDonald's and Burger King panels. You said that Tricon expected to have comprehensive animal welfare guidelines to its suppliers by the end of 2001 and assured PETA that these guidelines would be comprehensive and, again, that they would "raise the bar" on animal welfare.

On December 6, 2001, Mr. Brian Riendeau, Tricon's vice-president of government and community affairs, told Dr. Gross that he was not in a position to share specifics, but that by the first quarter of 2002, Tricon would have comprehensive animal welfare guidelines that would please PETA and that Tricon would be putting animal welfare issues on the company's Web site. On January 23, 2002, Mr. Riendeau indicated that Tricon hoped "to release guidelines by April, May, or June 2002."



# PETA

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Tricon has, a full year after making strong commitments, done nothing of which we're aware to improve living or transportation conditions for chickens, nothing to improve violent slaughterhouse abuse of cows or pigs, and nothing to address the mistreatment of dairy cows, 40 percent of whom are lame by the time they reach slaughter (their bodies having been depleted of calcium and other nutrients by the intensive milking schedules, drugs, etc.), or their "veal" calf babies. With regard to chicken slaughter, we have not seen in writing a plan for audits, how they will be verified, what will happen when a supplier fails audits, etc. As McDonald's found, you can do audits for years, but nothing changes if there is not a clear plan to sever ties with plants that fail. And as far as we can tell, you have no plan to implement gas killing of birds.

This is not acceptable. Mr. Blum, have you ever been into a cattle or pig slaughterhouse? Have you ever been in an ammonia-laden chicken shed? Have you ever seen people gathering chickens for slaughter? Have you seen cattle or pigs slaughtered? The abuse involved is not pretty. The animals deserve better from Tricon. Much better.

We are seeking an immediate commitment from Tricon to do at least as much as Burger King, Wendy's, and McDonald's have done on animal welfare and to do it within a reasonable time frame and in a verifiable way. We've given you more than a year. Your foot-dragging is an insult to those who care about the animals killed for your restaurants and means that Tricon is continuing to support animal abuse of the gravest sort, and animal abuse that has been eliminated by your competition.

Cattle, pigs, and chickens are animals with complex social structures, interests, and capacities for joy and sorrow—and, of course, for pain and frustration. They are every bit as nuanced and interesting as animals we know a bit better, like dogs or cats. A video that was produced by the Association for the Study of Animal Behaviour in conjunction with scientists from Cambridge and Bristol shows chickens running obstacle courses and learning from videos, pigs learning to play video games and regulate their own climate, and so on. The way they're treated on farms, during transport, and at slaughter is immoral, and it's time that Tricon Global Restaurants addressed the abuses.

It's been a year since I spoke personally with you and Mr. Novak and was assured by each of you that Tricon takes animal welfare seriously. Yes, your animal welfare panel includes some very good people. And yes, you're moving, albeit slowly, on chicken slaughter. But despite the fact that all the animal welfare people on your panel agree with PETA that the "McDonald's standards" are the bare minimum, you have thus far refused to move on them.

Mr. Blum, it will come as no surprise to you that PETA was ready to pick Tricon as our next target before we began what seemed to us to be a good and



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fruitful dialog. We have allowed Tricon far more time than has been necessary to require standards of your suppliers similar to those of your competitors before launching a campaign. You have a panel that agrees with PETA on the particulars. Why on Earth won't you move?

We need to hear from you that you have some coherent plan for at least meeting, in a timely manner, the standards of McDonald's, Burger King, and Wendy's. Please call Dr. Gross at 757-622-7382 or contact him via fax at 757-628-0784 as soon as possible.

Sincerely,

Bruce G. Friedrich  
Director of Vegan Outreach

cc: Dr. Steven J. Gross, Humane PAC  
Dr. Temple Grandin, Colorado State University  
Mr. David Novak, CEO, Tricon Global Restaurants  
Ms. Cheryl Bachelder, President, KFC  
Dr. Ian Duncan, University of Guelph  
Ms. Diane Halverson, Animal Welfare Institute  
Dr. Bernard Rollin, Colorado State University  
Ms. Adele Douglas, American Humane Association  
Dr. Janice Swanson, Kansas State University



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