

PETA and KFC

KFC Shareholder Statement, May 16, 2002

My name is Dr. Steven Gross, and I am here today representing People for the Ethical Treatment of Animals—PETA—and our more than 750,000 members and supporters, as well as our 36 overseas contact groups.

One year ago, PETA Director Bruce Friedrich stood before you and was told by you, Mr. Novak, that Tricon intended to take animal welfare seriously. You told Mr. Friedrich that you intended to pay close attention to the issue, to work with PETA on it, and to take a personal and professional interest in the work that Tricon was doing, as directed by Mr. Jonathan Blum.

Shortly after that meeting, Mr. Blum told me that Tricon would “quickly” implement animal welfare improvements that would please PETA. He told me that Tricon would swiftly follow the suggestions of its animal welfare panel.

Today, while Tricon has convened a reputable group of animal welfare experts and has begun an audit training program for slaughterhouses, the company has yet to introduce any systematic plan for severing ties with slaughterhouses that fail audits or to present any plan for keeping the public apprised of Tricon’s plans and progress. And, despite Tricon’s huge interest in cattle and pig slaughter, as well as dairy production, Tricon has yet to address any of the routine abuses of these farmed animals. Indeed, Tricon’s animal welfare panel has not even met in the past six months. PETA is puzzled as to why Tricon would commit to swift changes and then move so slowly.

This is a business decision, and this is a moral issue. Consumers want humane treatment of animals. Also, cattle, pigs, and chickens all have complex social structures, interests, and capacities for joy and sorrow as well as, of course, pain and frustration. Studies show that chickens can master obstacle courses in order to seek small comforts; that pigs can learn to play video games better than some primates and, when given a chance, use a thermostat to regulate their own climate; and that cattle recognize one another and have strong social memories. All of these animals are every bit as interesting and intelligent as the animals whom we know a bit better, like dogs and cats. And the way they’re treated on farms, during transport, and at slaughter is deeply cruel, uncivilized, and immoral. It’s time that Tricon Global Restaurants addressed the most egregious of animal abuses.

If Tricon is to be respected, it must follow the lead of Burger King, Wendy’s, and McDonald’s on farmed animal welfare. It’s taken more than a year to do



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significantly less than our competition. Really, it is foolish to ignore the demands of Tricon's customers. It is foolish to ignore an ethical imperative. And it is foolish to risk our business reputation by continuing to support farmed animal practices so abusive that they have been eliminated by our main competition.

My question for you is: When will Tricon meet its pledge from last year to take animal abuse seriously, by meeting or exceeding the standards set by Tricon's main competitors, McDonald's, Burger King, and Wendy's?



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