

PETA and KFC

August 6, 2002

Jonathon D. Blum, Senior Vice President
Yum! Brands, Inc.

Dear Mr. Blum:

I am writing to let you know that PETA is extremely concerned about Yum!'s lack of progress on farmed animal welfare.

As we review your May 9, 2002, letter and consider your efforts, we're not convinced that anything you've done has helped even a single animal. You may have laid some groundwork for measures that will help in the future, but so far, you really haven't done or committed to doing anything substantive. Your inaction is of particular concern in light of the fact that the animal welfare standards of three of your competitors have advanced so far.

Yum!'s animal welfare council did not meet for more than six months and only scheduled a meeting when it received PETA's recent call. After a year and a half of discussions with us, Yum! still has nothing that even approaches comprehensive animal welfare guidelines and has given no sign that it intends to adopt any such guidelines in the near future. Yum!'s inaction indicates that your company has no interest in making real progress to stop animal cruelty. You told PETA more than a year ago that Yum! already had standards for all aspects of animal handling and slaughter, yet you've never been able to supply even a single example—to PETA or to anyone. This sounds remarkably like fraud and consumer misinformation.

While the recently initiated chicken slaughterhouse audits may be a small step in the right direction, audits without sanctions are of as little value as no audits at all. And we understand that the auditors themselves received only a single day of training—inadequate by any standard. Equally important are audits of the auditors. Until you invite an expert like Dr. Grandin—as your competitors have done—to make sure that the auditors are performing their jobs properly, there is still cause for concern.

The following 11 sorely needed improvements must be addressed right away if Yum!'s purported commitment to animal welfare is to be taken seriously. The science on which each of these items is based is incontrovertible, and animals are suffering to an extreme degree.



PETA

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- Replace current chicken-killing methods with gas killing. More than a year ago, we gave you, your CEO, and KFC President Carol Bachelder our report on this issue, yet we've seen no progress and no explanation for the lack thereof. Poultry experts agree that humane gas killing is far better for animals than present methods, which clearly support animal cruelty in an array of ways, as detailed in our report. Dr. Ian Duncan has described gas killing as "the most stress-free, humane method of killing poultry ever developed."
- Install cameras to enforce humane standards in all Yum! slaughterhouses. Cameras would make the job of auditing easier and more precise. They should be installed at key points for animal handling, including unloading areas, shackling areas, the points of entry into the "stun" bath and scalding tank for chickens, the stunning and hanging areas for pigs and cattle, and places where chickens have their throats slit. I'm sure that Dr. Grandin also has ideas as to where cameras should be placed and how they can be easily monitored.
- Implement mechanized chicken catching. Perdue Farms, Inc., one of the world's leading poultry producers, reported that after introducing catching machines into some of its facilities, there was 14 percent less bruising among birds. Other studies have shown that when using manual methods, there are four times as many broken legs, more than eight times as much bruising, and increased stress indicators.
- Impose a clear timetable to implement genetic selection for leaner broiler breeders. In November 2001, we delivered a report to you on the cruelty running rampant in the broiler breeder industry. Your own consultant, Dr. Joy Mench, has said, figuratively speaking, that a broiler breeder should be referred to as a member of the species "gallus neglectus—neglected chicken." Standards must be set to reduce the suffering that these birds endure.
- Eliminate forced rapid growth and the use of growth-promoting substances. Genetic selection has resulted in birds who grow at least three and a half times faster than birds did four decades ago. The result has been an increase in metabolic disorders, painful chronic lameness, and a mortality rate that is seven times that of laying hens the same age. Since our first letter to you, we have pressed you to take action on this issue, yet you have done nothing.
- Provide chickens with at least 1.5 square feet per bird, and give parent flocks at least 4 square feet per bird. Currently, Yum! chickens are allowed only half a square foot per bird at "maturity" (6 to 7 weeks old). Parent flocks ("broiler breeders") have 2 square feet per bird at maturity (8 to 9 lbs. for females; 10 to 11 lbs. for males).
- Include sheltered areas and perches in your chickenhouses. Perches and sheltered areas enhance birds' living space, thereby reducing their stress and displaced aggression, as well as providing the birds with the chance to engage in some of their natural behaviors, such as perching and seeking out shade.



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- Give Yum! birds the opportunity to fulfill their natural desire for activity. Provision of items such as whole green cabbages to peck at and eat would be one solution. Much has been written about the stress and boredom shown by broiler chickens and the parent flocks. These birds are cruelly deprived of environmental stimuli suited to their species behavior patterns. When provided with them, chickens have been seen to eat cabbages down to the core. The cabbages stimulate healthy activity, dispel boredom, and provide nutrients without adding to the weight problems of these birds.
- Adopt the cattle, pig, and dairy cow guidelines of McDonald's, Burger King, Wendy's, and the National Council of Chain Restaurants (NCCR). The guidelines of your competitors eliminate some of the most horrendous animal abuses. Yum! does not consist only of KFC and can't continue to ignore the suffering of cattle, pigs, and dairy cows for Pizza Hut, Taco Bell, and A&W.
- Implement a phase-out period for battery cages by all Yum! suppliers. All the science that examines the animal welfare implications of battery cages agrees that animals are able to do almost nothing natural to them, experience atrophy of their muscles and bones, and more when confined to them. Cramming five to 11 birds into a small wire cage for 18 to 24 months is simply extremely abusive.
- Prohibit Yum! suppliers from using gestation crates for pigs. Europe has banned the gestation crate, and the European Union is in the process of phasing out the gestation stall after four weeks of pregnancy. Pigs go insane in these isolation chambers, and no corporation that purports to care about farmed animal welfare can credibly continue to support them.

Today, as I write, none of these issues is covered by the Yum! guidelines. In May 2001, you told me in person that you intended to "raise the bar" on animal welfare, and you later confirmed this statement in writing. Each of these issues must be addressed in order to make this statement believable.

The level of abuse currently inherent in Yum! products makes eating a burger at McDonald's or Burger King seem infinitely kinder than ordering chicken at KFC.

It is our understanding that Yum! has scheduled a face-to-face meeting of its animal welfare advisory board for September. By the end of that month, we need to hear from you that you will adopt these changes; to see a time frame for their implementation; and to be advised of the identity of an outside organization that will verify your progress, including the implementation of unannounced audits and specific consequences for suppliers who fail them. Of course, as Burger King, McDonald's, Wendy's, and the NCCR have already done, Yum! must pledge to give continued updates to the public.



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I want to stress that we do not expect massive changes overnight but that we are also unwilling to wait another year simply to hear that Yum! has still done nothing—or next to nothing—to address this issue. We need a clear commitment from you after your next farmed animal welfare meeting, a commitment that addresses each of the items enumerated above. I will be happy to discuss these matters with you if you find anything in this letter to be unclear. I can be reached at 757-622-7382. Otherwise, we look forward to hearing from you by the end of September that the above-mentioned items are being addressed.

Sincerely,

Bruce G. Friedrich
Director of Vegan Outreach

cc: David Novak, CEO, Yum! Brands
Cheryl Bachelder, President, KFC
Dr. Steven Gross, PETA
Dr. Temple Grandin, Colorado State University
Dr. Ian Duncan, University of Guelph
Dr. Joy Mench, University of California
Adele Douglass, American Humane Association
Terrie Dorte, National Council of Chain Restaurants
Karen Brown, Food Marketing Institute
Brian Riendeau, Yum! Brands
Sandy Chastain, Yum! Brands
Bruce Webster, University of Georgia
Dr. Peter Singer, Animal Rights International
Joyce D'Silva, Compassion in World Farming



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