

PETA and KFC

From: Blum, Jonathan
Sent: Tuesday, August 21, 2001 7:28 PM
To: "Bruce Friedrich"
Subject: RE: Email from Steve Gross

Bruce,

Thanks for the recap.

Brett Kaye has resigned from his organization for another job, so he is unfortunately unable to serve on our Council. Upon reflection and having listened to Steve, we concluded that we would invite two people to join our Council to replace Brett, rather than one. Toward that end, we are inviting Adelle Douglas and Ian Duncan. We vetted both individuals with Temple, and she was comfortable with each of their credentials. I know Steve has mentioned Ian to me in the past. Along with the other members, we think we will have an outstanding Council that will provide us with the objective, third-party perspective we are seeking.

Our Council will hold its first meeting on September 10. We will be pleased to inform you of the progress we've made. Further, we will review any issue that is brought to the Council's attention, regardless of the source or number of people who wish to discuss that issue. As I've mentioned in the past, we believe in open communications, and hopefully we've demonstrated that to you since you have been in contact with us. Moreover, we will review the PETA proposal, and will listen to the Council's recommendation on it. While I can't tell you that we'll always agree with your organization's point of view, we'll always listen and discuss.

That's where we stand today, with a goal of refining our animal welfare guidelines by year's end. We believe it's best to have one set of industry animal welfare guidelines with respect to broiler chickens. We will look to our Council to build on the progress made to date by NCCR, FMI, BK and McDonalds.

Regards, Jonathan