

# PETA and KFC

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**November 6, 2002**

John Bitove, Chair  
priszm brandz  
101 Exchange Ave.  
Vaughan, ON L4K 5R6

Dear Mr. Bitove:

On behalf of the more than 750,000 members and supporters of People for the Ethical Treatment of Animals (PETA), I am writing to request that KFC in Canada immediately adopt the farmed animal welfare standards described in our attached letter to KFC in the United States.

As you may know, PETA has been attempting to work with Yum! Brands in the United States for more than a year now, in an attempt to get the company to improve farmed animal welfare standards. To this point, Yum! has done little to improve living and dying conditions for the animals raised and killed for its restaurants, and horrible abuses continue unabated. As the main KFC franchisee in Canada, priszm, of course, has a responsibility to make sure that the animals raised and killed for KFC restaurants in Canada are not subjected to wanton abuse, and we trust that you take this responsibility seriously.

As you know, the issue of animal welfare is extremely important to Canadians. You may be aware that PETA recently coordinated a successful boycott of Safeway's Canadian grocery stores because of the chain's initial refusal to adopt animal welfare standards. Thousands of otherwise loyal Canadian Safeway shoppers participated in the boycott. We hope that priszm will agree that adopting animal welfare standards is in the best interests of the animals and the company.

We are attaching a copy of a letter recently sent to KFC President Cheryl Bachelder, as well as two articles about farmed animal welfare in Canada, published in the Vancouver Sun and Ottawa Citizen, that detail some of the standard abuses of farmed animals in Canada.

Presently, none of the issues we've discussed in our letter is in any way addressed by the Recommended Codes of Practice. Therefore, the burden is on corporations like priszm to ensure that animals are being treated more humanely. By adopting the guidelines we suggest, priszm will be taking a huge



# PETA

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

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ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS

step toward ensuring that the animals raised and killed for its restaurants suffer far less.

I want to stress that we do not expect massive changes overnight. However, we do need to hear that priszm is going to make progress on each of the issues we raise, and we hope that you will advise Yum! Brands to do the same. It is only through the actions of corporations such as priszm and Yum! that the suffering will be lessened.

I will be happy to discuss these matters with you. I can be reached at 757-622-7382 or via e-mail at BruceF@peta.org. Otherwise, we look forward to hearing that priszm brandz will adopt a comprehensive animal welfare program in the near future. Thank you.

Sincerely,

Bruce G. Friedrich

Stephanie Brown

Debra Probert

PETA

Animal Alliance of Canada Vancouver Humane Society

cc: David Novak, CEO, Yum! Brands  
Cheryl Bachelder, President, KFC  
Dr. Karen Davis, Ph.D., United Poultry Concerns  
John Youngman, Winnipeg Humane Society  
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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