

# PETA and KFC

---

**4 September 2003**

Graham Allan, Senior Vice President  
KFC (GB) Ltd  
32 Goldsworth Rd  
Woking  
GU21 1JT

2 pages via fax: 01483 717102

Dear Mr Allan:

I am writing on behalf of PETA Europe, the UK affiliate of People for the Ethical Treatment of Animals, the largest animal rights organisation in the world, with more than 750,000 members and supporters and 40,000 members in the UK, regarding the latest undercover investigation to reveal shocking abuse of chickens at a KFC supplier, this time at a Premier Foods farm, which, as you know, is one of the UK's leading chicken producers and a KFC supplier.

As you may already be aware, in the 31 August edition of the Sunday Mirror, journalist Martin Coultts published the details of a lengthy investigation he conducted at a Premier Foods chicken farm. Working in conjunction with an undercover team from Hillside Animal Sanctuary, the investigators shot extensive video footage of the conditions on this farm. The following are some descriptions of the cruelty that they uncovered, as published in the Sunday Mirror:

- 'There are more than 36,000 chickens here in huge windowless sheds. The conditions they have to endure during their short, brutal lives are so horrific it defies belief.'
- 'Some birds are so lame and deformed they can only drag themselves to the food and water troughs by their wings. Others stand motionless, too dazed or dying to move.'
- 'In one shed where chickens had been taken away for slaughter there were dozens of carcasses littering the floor. In another – where scores of birds had died – their remains were being picked over by other chickens.'



# PETA

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

501 FRONT ST.  
NORFOLK, VA 23510  
757-622-PETA  
757-622-0457 (FAX)

PETA.org  
Info@peta.org

AN INTERNATIONAL  
ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS

- ‘One investigator who shot a secret film there said: “I have investigated animal welfare for many years, but this easily ranks amongst some of the worst cruelty I have seen.”’

As we all know, this level of abuse by KFC suppliers is no anomaly. A recent investigation into a KFC supplier in Australia uncovered very similar conditions, and experts confirm that such conditions are standard. While KFC Great Britain should, of course, rectify the situation at this one farm in Lincolnshire or stop doing business with it, the larger issue at hand is to prevent similar cruelty at all KFC suppliers, as you have said that you would do with suppliers who fail your audits. However, to date, KFC has done nothing domestically or abroad to seriously address this issue.

In correspondence with concerned members of the public, KFC Product Excellence Director George Ashford states that KFC suppliers receive welfare audits throughout the year and that failure to comply with your ‘strict guidelines’ will result in termination of your supplier agreement. Please tell us: What are your ‘strict guidelines’? How many times was Wrawby farm audited in the last year? How many KFC suppliers have had their contracts terminated because of inadequate attention to animal welfare? Clearly, if the abuse taking place at this Premier Foods facility went unnoticed by KFC, your animal-welfare programme is complete rubbish and is neither strong enough nor well-enforced enough to protect the chickens you ultimately use. The fact that KFC actually saw fit to give this company the **‘KFC Supplier of the Year Award’ in January of 2001** smacks of KFC’s complete lack of concern for animal welfare and must speak volumes about other farms involved in your supply chain.

PETA is once again calling on KFC to adopt PETA’s list of recommended animal-welfare guidelines. These guidelines have been approved by members of KFC’s own animal-welfare advisory panel in the United States and represent the most up-to-date studies and research into animal welfare. They only require a bare minimum level of protection for chickens on factory farms and in slaughterhouses but nonetheless would have prevented much of the abuse discovered at Premier Foods.

Please contact me on 020 7357 9229, extension 226, or via e-mail at [SeanG@petauk.org](mailto:SeanG@petauk.org). Thank you for your time and attention.

Sincerely,

Sean Gifford  
Director of European Campaigns

cc: Dr. Steven Gross, PETA  
Jonathan Blum, Senior Vice President, Yum! Brands



**PETA**

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

501 FRONT ST.  
NORFOLK, VA 23510  
757-622-PETA  
757-622-0457 (FAX)

PETA.org  
Info@peta.org

AN INTERNATIONAL  
ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS

Cheryl Bachelder, President, KFC USA  
David Novak, CEO, Yum! Brands



***PETA***

**PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS**

501 FRONT ST.  
NORFOLK, VA 23510  
757-622-PETA  
757-622-0457 (FAX)

PETA.org  
Info@peta.org

AN INTERNATIONAL  
ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS