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May 9, 2002

Mr. Bruce G. Friedrich  
Director of Vegan Outreach  
PETA  
501 Front Street  
Norfolk, VA 23510

Dear Bruce,

I am in receipt of your letter dated May 9.

Unfortunately, much of your information is inaccurate, so I'd like to clarify all the work that we've done to date, and plan to do, with regards to animal welfare. I am certain you will agree we have made much progress since we met a year ago.

2001

- May 2-3 -- Helped organize a major "Animal Welfare Conference" sponsored by the National Council of Chain Restaurants and the Johns Hopkins University's Center for a Livable Future. This Conference brought together 20 major chain restaurants and leading animal welfare experts from the academic, scientific and government arena, to begin the process of establishing common, industry-wide, guidelines for the humane treatment of all species of farm animals.
- June 15 -- Initial meeting with Dr. Temple Grandin to establish Tricon strategy
- July/August -- Identification and interview of candidates for Tricon Animal Welfare Advisory Council members. PETA provided the names of two individuals who now sit on that Council.
- Mid August -- Formally established The Tricon Animal Welfare Advisory Council to assist in formalizing our animal welfare program. The Council, which consists of leading scientists and academics in the field of animal welfare, works with Tricon and its suppliers to ensure our practices are aligned with the latest research and thinking in the field of animal welfare. We do believe this is the most distinguished Animal Welfare Advisory Council in the industry, and we are very fortunate these individuals have volunteered their time and expertise to assist us in our efforts.
- September 10 -- Initial meeting of full Council. Subsequently, developed Tricon's "Animal Welfare Guiding Principles" as a way of reinforcing and focusing our commitment to animal welfare across the entire Tricon system.



- Mid-September –Key supporter and participant in the ongoing process led by the National Council of Chain Restaurants and the Food Marketing Institute to develop industry-wide, comprehensive guidelines for the humane treatment of beef, pork and poultry. Sandy Chastain of KFC serves on the steering committee heading up that effort, and Dr. Joy Mench, of Tricon's Welfare Council, chairs the committee overseeing development of the poultry guidelines. Tricon has submitted comments, developed by its Welfare Council, for consideration in that process.
- October 1 – Second meeting of full Council.
- October 1-29 – Council members reviewed KFC processing audit guidelines and National Chicken Council guidelines. One-on-one phone conversations take place with Council members to answer questions, clarify points.
- October 29 – Council members submit written comments of KFC and NCC guidelines.
- November 15 – Council input on NCC guidelines submitted for inclusion in the NCCR/FMI process.
- December 15 - Finalized KFC guidelines submitted via email to Council for final review. These are specific, quantifiable guidelines for the treatment of chickens by KFC suppliers at the processing level.
- December 31 –Animal Welfare guidelines adopted by the Corporation, as recommended by the Council.

## 2002

- March 5 – Full day training of KFC Quality Assurance auditors with Temple and Brian Riendeau at supplier processing facility in North Carolina. Under the guidance of Dr. Temple Grandin, KFC trained its quality assurance inspectors and implemented a program of unannounced audits to ensure suppliers are complying with its established processing guidelines.
- May 9 – All KFC supplier facilities complete self-audits.
- May 13 – Unannounced audits begin.
- June 14 – Full Council meeting set.
- By Year End – All KFC supplier facilities will have received unannounced audits. Data from audits reviewed with Temple & corrective plans put in place.

At Temple's direction, we have focused on poultry because no one else has and that is where we, as a large purchaser of chicken, can have the most impact. As you know, no guidelines exist for poultry and we are forging new ground. Our Council consists largely of poultry scientists. According to Temple, the beef industry already has processing standards; and our competitors are working on farm and transportation standards. Once NCCR and FMI have adopted beef guidelines, we will ask our Council to review them for a recommendation.

By the end of this week, all KFC suppliers will have completed a self-audit based on our guidelines to ensure their facilities and processes are up to standard. Beginning May 13, we will begin our unannounced audits utilizing a combination of KFC Quality Assurance auditors and Temple Grandin. By year-end, all facilities will have been audited. On an on-going basis, we will review data with Temple and take corrective action if necessary.

As you can see, a considerable amount of work has been done to date. The next Tricon Animal Welfare Advisory Council Meeting is June 14. The agenda for that meeting is to discuss the audit process, review the current state of NCCR/FMI guidelines, and discuss proposals submitted by outside organizations, including PETA.

Thank you for your interest and consideration. I hope this clarifies our position.

Sincerely,



Cc: Dr. Steven J. Gross, Humane PAC  
Dr. Temple Grandin, Colorado State University  
Mr. David Novak, Tricon  
Ms. Cheryl Bachelder, KFC  
Dr. Ian Duncan, University of Guelph  
Dr. Joy Mensch, University of California, Davis  
Ms. Adele Douglas, American Humane Association  
Dr. Bruce Webster, University of Georgia  
Ms. Sandy Chastain, KFC  
Mr. Brian Riendeau, Tricon  
Mr. Paul Sinowitz, UFPC