

PETA and KFC

September 2, 2003

David Novak, CEO
Yum! Brands, Inc.

2 pages via fax: 502-874-8315

Dear Mr. Novak,

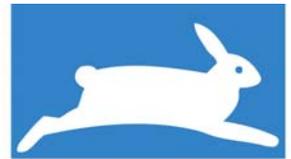
Thank you for Jonathan Blum's letter of August 20. It is unfortunate that no one from Yum! Brands (Yum) was willing to meet with Dr. Gross while he was in Louisville.

The reason for this letter is to express our dismay at the departure of Dr. Joy Mench and Ms. Adele Douglass from your farmed-animal welfare panel. While the panel does still include Drs. Ian Duncan and Temple Grandin, three of the five positions are now filled by industry representatives or apologists who either do not have animal welfare as a priority or have such strong ties to the industry that they will be unlikely to push for real reform. It is also disturbing that you have four additional KFC representatives involved, considering KFC's track record to date on these issues. On a panel of this type, of course, one person can scuttle real progress.

As I'm sure you must concede, these changes, together with your decision not to take the best science-based counsel of Drs. Grandin and Duncan, mean that your audit process would not be able to enforce real improvements if you were ever to require them. Based on the panel's new composition, as well as the horrific abuse discovered at your 2001 "supplier of the year" in the United Kingdom, we are modifying what we are asking KFC to do to eliminate the worst abuse of chickens.

In order for PETA to end its campaign, we would now require KFC to adopt the "ACS Plus Three":

The "Animal Care Standards" (ACS) developed by Dr. Mench, Ms. Douglass, and other experts have the support of Drs. Duncan and Grandin, who still sit on your panel. They are available online at the "Humane Farm Animal Care" Web site, and I have mailed hard copies of the ACS to you, Ms. Bachelder, and Mr. Blum.



PETA

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Please note that the ACS program does not guarantee “humane” treatment of chickens and are not “free range” guidelines. These guidelines are designed in such a way that even the largest chicken factory farms and slaughterhouses can easily implement them. They do not require that chickens be given access to fresh air or sunlight or that they be allowed to raise their own young or even build nests. They merely eliminate egregious neglect and abuse on farms and in slaughterhouses. That said, the ACS would represent a real improvement, and they would prohibit some of the worst abuses.

The ACS program does leave a few of our key and minimum demands incompletely addressed, despite the overwhelming scientific support for all our demands on animal-welfare grounds, as well as the economic support for them from a business standpoint, because the ACS program was designed to be an option for small farms that might, unlike KFC suppliers, find it financially impossible to purchase new equipment or dictate breeding programs. Therefore, in addition to the need for KFC to adopt the ACS, we recommend the following:

- 1) Phase in humane gas killing of chickens, as described in previous correspondence, which is supported by KFC’s panelists.
- 2) Phase in humane, mechanized chicken-catching, as previously described and as supported by your panelists.
- 3) Phase in a breeding program for leaner, stronger, and less aggressive chickens, as previously described and as supported by your panelists.

The ACS program represents a minimum standard, and the program is equipped and designed to audit for stricter standards so you can easily require the “ACS plus three” of your suppliers under ACS guidance and enforcement so that you would not have to run your own independent program.

On your new Web site, you state that “Yum! Brands believes treating animals humanely and with care is a key part of our quality assurance efforts.” We would like to schedule a meeting to discuss this new approach and to hear your ideas about what would be a reasonable timeframe for the adoption of the ACS plus three. I would also like to point out once again that as soon as KFC pledges to adopt PETA’s recommendations internationally—not overnight, but within a reasonable timeframe—we will gladly call off our campaign against KFC.

Please contact me at your convenience to arrange a meeting to discuss these new recommendations.

I can be reached at 757-622-7382, extension 1342, or via e-mail at BruceF@peta.org. Thank you for your time and attention to this important matter.



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Sincerely,

Bruce G. Friedrich
Director of Vegan Outreach

cc: Jonathan Blum, Yum! Brands
Cheryl Bachelder, KFC
Russell Simmons, Chair, Hip Hop Summit Action Network (HSAN)
Dr. Benjamin Chavis Muhammad, President & CEO, HSAN
Dr. Joy Mench, University of California, Davis
Dr. Temple Grandin, Colorado State University
Dr. Ian Duncan, University of Guelph
Adele Douglass, American Humane Association
Dr. Steven J. Gross, PETA



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