



KFC's Lies Stopped: Campaign Full Speed Ahead!

In response to [PETA's lawsuit](#) against KFC and its parent company, Yum! Brands, which was filed in July and accused the corporations of lying to the public about their animal-welfare policies, KFC and Yum! Brands made sweeping changes to their Web sites and customer-service scripts.

Lawyers for KFC provided PETA with the text of the new customer-service script for review in order to determine whether the changes were sufficient to stop the lawsuit. The changes met the requirements of the court, and as a result, PETA ended its lawsuit.

PETA's victory in this lawsuit, which is the first successful case concerning false claims about the treatment of farmed animals, serves as a warning to other corporations, who now know that they cannot abuse animals and lie about it with impunity. The false claims that were removed from the KFC and Yum! Brands Web sites include the following:

- That chickens raised for KFC suffer no pain
- That chickens raised for KFC suffer no injuries
- That KFC suppliers use "state-of-the-art" slaughter equipment
- That humane treatment of the birds is "ensured"
- That KFC prohibits its suppliers from giving chickens growth-promoting substances
- That KFC has had an animal-welfare policy in place for nearly a decade

Further, the new script given to KFC customer service operators forbids KFC personnel from continuing to make the following false claims:

- That PETA's claims about the way chickens are treated are "untrue"
- That PETA lost a lawsuit about the way KFC treats chickens
- That in a dispute between PETA and KFC, a mediator ruled against PETA
- That KFC's animal-welfare panel monitors suppliers for compliance with its guidelines
- That KFC has implemented controlled-atmosphere killing as a more humane way of killing chickens
- That KFC has "strict" guidelines for its suppliers
- That chickens raised for KFC suffer no pain or injuries



PETA

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THE RIGHTS OF ALL ANIMALS

Prior to the lawsuit, KFC representatives presented the statements above as facts. All are absolutely false.

“What this case proves is that when it comes to the humane treatment of chickens, KFC can’t be trusted to do the right thing ... or even to say the right thing,” says PETA’s legal counsel Matthew Penzer. “KFC’s dishonesty has been exposed—now we continue our fight to stop the company’s horrific abuse of chickens.”

Click on the links below to view documents verifying PETA’s victory:

- [Excerpt from court papers](#) prepared and filed by KFC showing that the Web sites and telephone script were changed in response to PETA’s lawsuit.
- [Revised customer-service script](#) and e-mail exchange, showing that the script was issued in response to PETA's lawsuit.

What You Can Do

- Write to Yum! Brands and KFC and urge them to implement the welfare guidelines supported by PETA and their own Animal Welfare Advisory Council. [Click here](#) for addresses.
- Of course, the best way to help these animals is to stop supporting industries that treat them with such disregard. [Click here](#) for a free vegetarian starter kit.
- [Click here](#) to see what KFC doesn’t want you to see. 📺



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