

July 21, 2004

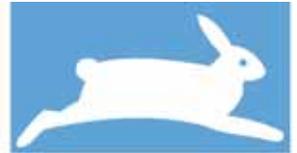
David Novak, CEO
Yum! Brands
1441 Gardiner Ln.
Louisville, KY 40213

Dear Mr. Novak,

Once again, we are writing to present you with new, horrifying footage from a slaughterhouse known to be one of KFC's major suppliers. The enclosed video shows **fully conscious chickens' being violently kicked, stomped upon, and slammed into the floors and walls by workers**. Eyewitness testimony from the facility reveals further torture in various forms by employees, including **ripping birds' beaks off, spray painting their faces, twisting their heads off, spitting tobacco into their mouths and eyes, and breaking them in half—all while the birds are still alive**. The enclosed excerpts from our investigator's affidavit describe these unthinkable acts in greater detail. On behalf of compassionate people worldwide, we ask that you immediately implement PETA's recommended four-point animal-welfare program to prevent such atrocities from continuing at KFC's suppliers.

Our investigation was conducted at a slaughterhouse owned by Pilgrim's Pride in Moorefield, W.Va., because it was designated by KFC as an award-winning supply operation, and PETA wanted to see first hand what the company considers its best. There is no doubt that this facility is closely linked to KFC, according to Pilgrim's Pride officials and as demonstrated by employees, who often wore shirts and used mugs bearing the KFC logo, and an award from KFC that proudly hangs in the main office. The enclosed video shows workers' egregiously abusing animals on a daily basis in the area where live birds are shackled upside-down by their legs before they are slaughtered. Sadly, the incidents in the video represent only a small portion of the abuse we documented, and there are hundreds more similar to these.

Top poultry-welfare experts from around the world, including members of KFC's own animal-welfare council, agree that this treatment of chickens is not only cruel, but completely reprehensible (see enclosed excerpts from their full statements). For example, University of Guelph Professor of Applied Ethology Dr. Ian J.H. Duncan writes, "This tape depicts scenes of the worst cruelty I have ever witnessed against chickens. ... The sum total of the pain and suffering inflicted on the chickens in the scenes is enormous and it is extremely hard to accept that this is occurring in the United States of America." Dr. Temple Grandin, associate professor at Colorado State University and industry consultant for slaughter and handling issues, states, "The behavior of the plant employees was atrocious. ... This is the WORST employee behavior I have ever seen in a poultry plant. Repeated kicking, stomping on and throwing of chickens is cruel



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

animal abuse. Scientific research has clearly shown that chickens feel pain. Using chickens as footballs is horrible.”

We also documented evidence proving that **these animals’ intense suffering starts long before they reach the slaughterhouse**. On a daily basis, our investigator found severe ammonia burns on the feet of incoming chickens at the plant (see enclosed photos), and the problem was openly acknowledged in writing by company officials. Experts agree that this condition is caused by overcrowding and poor litter quality on the farm. In other words, the excrement from birds crammed so tightly together in poorly ventilated sheds results in high levels of ammonia, which burns painful lesions into their feet. University of Bristol veterinary scientist Dr. Mohan Raj writes that “[l]esions, as severe as they appear to be in [the] photograph, will cause extremely painful lameness and, owing to this, birds will be reluctant to move even to feed and drink.” Avian Veterinarian Dr. Siperstein-Cook, graduate of the School of Veterinary Medicine at the University of California at Davis, writes that “the burns would be as painful as any burns would be, but in addition they are on the points on the feet that bear the most weight.” Clearly, the birds killed for KFC’s products are desperately in need of meaningful welfare standards on the farm, such as those included in our recommendations.

Obviously, there are criminal implications to these acts, and we have presented the case to the local prosecuting attorney to consider (see enclosed complaint). But aside from this, the case should serve as a disturbing wake-up call proving that the “comprehensive animal-welfare program” KFC claims to have in place is a **complete and utter farce**. In fact, any notion that animal welfare is given priority at KFC suppliers is completely shattered by the results of this investigation—which found that neither animal welfare nor humane treatment were mentioned even once in Pilgrim’s Pride’s 51-page employee handbook. Meaningful improvements can only be achieved by implementing the science-based animal-welfare guidelines recommended by Drs. Duncan and Grandin, as well as your former advisors Dr. Joy Mench and Ms. Adele Douglass.

The fact is that every single abuse on the enclosed video would have been prevented had KFC decided to phase in just one of our recommendations, controlled-atmosphere killing (CAK), when we first wrote to you about it two years ago. CAK not only ensures that birds are painlessly put to sleep *before* they reach the live-hang area where this cruelty was documented (thus making it impossible for workers to intentionally cause them pain and suffering), but also results in improved carcass quality and increased profits. We enclose, again, a report describing the many benefits KFC would experience if it would only think progressively enough to adopt CAK.

In the meantime, until CAK can be implemented, we ask that you require all KFC suppliers to immediately install video-surveillance cameras at key handling points in slaughterhouses, especially in the live-hang area, as was already promised in May 2003 by Ms. Bachelder. The cameras will serve as a deterrent to cruel and illegal acts, and their use is supported by Dr. Grandin, who has a plan for their placement in slaughterhouses. Various institutions, including law-enforcement agencies, have found the mere presence of cameras to have an inherent corrective effect on behavior. The gathered footage could also be used during independent audits to see exactly how chickens are being treated and help identify areas for improvement.

Mr. Novak, if not for the sake of the animals or your company's bottom line, save yourself the shame and disgrace of being associated with this cruelty without lifting a finger to address it. Considering that there is footage of birds' being kicked and beaten and later hung back on the line for processing, the general public and your customers will be mortified to see indisputable proof of what we knew all along: that chickens used in KFC products are tortured on a routine basis. **Please immediately require your suppliers to install surveillance cameras and phase in controlled-atmosphere killing to address this problem.**

We are still pleased to meet with you about our recommended animal-welfare guidelines. As always, I can be reached at 413-549-0268 or via e-mail at SteveG@peta.org. Thank you for your time and attention to this important matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven Jay Gross". The signature is written in a cursive, flowing style.

Steven Jay Gross, Ph.D.

cc: Jonathan Blum, Senior Vice President, Yum! Brands
Gregg Dedrick, President, KFC

enclosures: Video titled "Cruelty to Chickens at Pilgrim's Pride (KFC Supplier)"
Letter from PETA addressed to Prosecuting Attorney Lucas See
"What the Investigator Saw" document
"What the Experts Say" document
Photos of ammonia burns on chicken feet
Report titled "The Case for Controlled-Atmosphere Killing of Poultry in Transport Containers Prior to Shackling as a Means for More Humane Slaughter Than Electrical Stunning"