

# PETA

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

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July 26, 2004

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

Dear Mr. Novak:

PETA is glad to hear that KFC has at last taken some steps regarding the abuse at your supplier in Moorefield, W.Va. Pilgrim Pride's dismissal of workers and managers responsible for abuse and its installation of surveillance cameras, if they are well used, are good first steps toward preventing abuse at this particular facility. As you are no doubt aware, the abuse had been going on for years, and people are coming out of the woodwork to say so.

Of course, in order to prevent abuse at other KFC suppliers' facilities and save your company from further public relations nightmares of the sort that it has suffered lately, more must be done. A stop-gap measure would be to install cameras at all KFC suppliers' slaughterhouses, as Pilgrim's Pride has done in Moorefield. However, the long-term solution is to adopt the four-point program we have long recommended, especially controlled-atmosphere killing, *which would have prevented these specific abuses*, to show consumers that KFC's commitment to animal welfare is real.

If KFC has an animal welfare policy that includes slaughterhouse audits, as it claims, its suppliers seem to know nothing about it. For the eight months that our investigator worked in the Moorefield slaughterhouse, he received no training concerning an animal welfare policy, and no mention of a policy exists in Pilgrim's Pride's 50-page employee manual. Former employees say the same thing. Standards that exist solely on Web sites and in media sound bites do nothing to stop incidents like this from coming to light.

I must also address some of Gregg Dedrick's statements from KFC's July 22 press conference:

1) Dedrick stated that KFC is "only one of the many fast food customers of this facility." The argument that "everyone else is doing it" has never been a satisfactory defense for wrongful behavior. Unlike your competitors, KFC has stated that it wants to be the industry leader on chicken welfare. What we found at Pilgrim's Pride indicates that you are lying. Isn't it time KFC decided that this kind of diversionary argument isn't going to wash and started to live up to its claims?

2) Dedrick claimed that PETA has lied. As you well know but do not wish to admit, the facts are as follows: The Dalai Lama indeed wrote a strong appeal to KFC and has endorsed PETA's campaign; Jason Alexander did tell PETA, "I am your ally," and did broker a meeting with then-President Cheryl Bachelder on our behalf, after which his contract was not renewed; and Cheryl Bachelder did meet with and make promises to PETA, on which she reneged after returning to her bosses in Louisville, and she did then leave KFC but can't talk about it under a confidentiality agreement. We demand that you refrain from making slanderous remarks in the future, or we may take further legal action. Considering that we had to sue you to get you to stop disseminating the rather big lies previously stated on your Web site and told to callers by your customer-service

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THE RIGHTS OF ALL ANIMALS

representatives and given the overwhelming evidence that your claims to have even a minimal animal welfare program are untrue, KFC is not in any position to accuse PETA of being dishonest.


PETA's boycott and campaign against KFC would end overnight if the company pledged to adopt controlled-atmosphere killing, automated chicken gathering, improved breeding programs, and the Animal Care Standards within a reasonable timeframe.

I encourage you to be honest with yourselves instead of defensive and resistant. What would happen to your company if further, similar incidents of abuse in your suppliers' and slaughterers' facilities came before the public eye? Please do not delude yourself into thinking that the abuse uncovered by this investigation was an isolated incident. The way that modern chicken slaughterhouses operate—with poorly paid workers, fast-paced lines, and managers who do not care about company standards or image—what we found is par for the course.

Consider the damage your already struggling KFC brand could suffer if similar abuse were to come to light again after you claimed to have addressed it. This incident has shown how little tolerance the public has for cruelty to animals and for companies that allow it to occur. Why risk further public relations nightmares when the solution is so simple?

I will be calling Mr. Blum next week in the hope that KFC will be ready to stop unproductively posturing and fighting and switch to less-cruel practices.

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.  
Consultant

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