

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

To: Rob Burnett, CEO, Bernard Matthews Foods
From: Dawn Carr, PETA

Via email

Dear Mr Burnett,

I'm writing on behalf of People for the Ethical Treatment of Animals following media reports about the dire financial situation facing Bernard Matthews Foods. We appreciate that this can't be an easy time for your employees, and we would like to offer a solution that would likely turn your fortunes around: lay off turkeys – not staff – and switch your production to healthy, humane meat made from plants.

I'm sure you – like so many others in the animal farming industry – must find yourself wondering about the future of your business as the public wakes up to the devastating impact that farming has on animals. After all, turkeys are social, playful, intelligent animals, each with a distinct personality, and can recognise people just as cats and dogs do. Turkeys recognise each other by their unique voices and 20 distinct vocalisations, and wild turkeys can fly at speeds of up to 55 miles per hour. In nature, these birds spend their days caring for their young, building nests, foraging for food, taking dust baths, preening themselves and roosting high in trees. Compare this to the baby turkeys who are unlucky enough to be born on your crowded factory farms. They don't have the opportunity to engage in natural behaviour and never even get to see their mothers. They are forced to grow so fat so fast that their legs sometimes break from the strain, and they are unable to mate naturally.

Successful companies adapt to the times. Bernard Matthews could secure its future by capitalising on the [booming market](#) for plant-based foods by producing healthy, cruelty-free meat from plants. And it's easier than you might think: Compassionate companies like Tofurky, VBites and Vegusto all produce alternatives to turkey flesh that taste great but that no one has to die for. As more than 60 per cent of millennials are choosing to feast on meat-free products, the time is right to consign products made from turkeys' flesh to the history books alongside your doomed Turkey Twizzlers. It's a change that would be good for turkeys *and* your creditors.

We hope you'll agree that there is no excuse for continuing to kill gentle animals for profit and that now is the perfect time for Bernard Matthews to ride the vegan wave into a bright new future, one in which beautiful, sensitive birds are not rammed upside down into metal shackles and have their throats slit while still conscious – a future in which delicious, healthy meat from plants is the only "turkey" on the table.

Now that'd be *bootiful*, really *bootiful*.

Thank you so much for your consideration.

Kind regards,

Dawn Carr
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