



PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

29 September 2015

Steve Grimmond, Chief Executive, Fife Council

Via e-mail: [Steven.grimmond@fife.gov.uk](mailto:Steven.grimmond@fife.gov.uk)

Dear Mr Grimmond,

Having heard that homes around Glenrothes in Fife will soon have their rubbish collected once a month in a bid to encourage recycling, I am writing on behalf of People for the Ethical Treatment of Animals (PETA) to request permission to place an eye-catching ad on the sides of Fife's bin lorries. [The ad](#) features a "meaty" Earth next to the words "Go Green: Bin Meat". Fife's residents would get the message that the best way to keep the environment and their bodies healthy while also helping animals is to go vegan and stop eating meat.

Many Fife residents are among the millions of people around the world who are concerned about the environment and are trying to decrease their negative impact on it. The meat and dairy industries create monumental amounts of waste, and the United Nations has determined that raising animals for food is a leading cause of the world's most pressing environmental problems, including land degradation, water shortages, water pollution and the loss of biodiversity.

In addition to polluting the planet, the meat and dairy industries cause massive amounts of animal suffering. Like humans and the animals who share our homes with us, chickens, fish, cows, sheep and pigs feel pain and fear, yet they are abused in ways that would be illegal if dogs or cats were the victims. Chickens and turkeys often have their throats cut while they're still conscious. Piglets have their tails and the tips of their teeth cut off without being given any painkillers. Mother cows have their calves stolen from them almost immediately after birth so that the milk meant for their calves can be sold.

Overwhelming scientific evidence shows that people who are meat-free are far more likely to be in better overall health. The Academy of Nutrition and Dietetics – the largest group of nutrition professionals in the US – reviewed hundreds of studies and concluded that compared to people who consume meat, vegetarians have lower rates of obesity, heart disease, diabetes and cancer.

By agreeing to our proposal and putting PETA's attention-grabbing ad on your rubbish trucks, you could help get the message out to Fife's residents that the most effective way to "go green", get healthy and help countless animals is to go vegan. I look forward to hearing from you and can be reached on 020 7837 6327 or at [KirstyH@peta.org.uk](mailto:KirstyH@peta.org.uk).

Yours sincerely,



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Campaign Coordinator

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TREATMENT OF ANIMALS (PETA)  
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as charity number 1056453,  
company number 3135903.

Affiliates:

- PETA US
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands