



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Paul Reenan
Managing Director
John West
Lancaster House, 1st Floor
Mercury Court
Tithebarn Street
Liverpool L2 2GA

PO Box 70315
London N1P 2RG
United Kingdom
+44 (0) 20 7837 6327
+44 (0) 20 7923 6242 (fax)

Info@peta.org.uk

27 October 2015

Dear Mr Reenan,

I am writing today from People for the Ethical Treatment of Animals with an interesting proposal which we hope you'll consider, and it starts with the humble chickpea.

We know you've taken a bit of a beating in the media recently, and while it's nowhere near the sort of suffering that fish and other sea animals endure at your company's hands, we suspect you could use a boost, and we're here to help.

I'm sure you, like so many others contemplating the devastating depletion of our oceans, find yourself wondering about the future of tuna.

Regardless of the veracity of dolphin-safe claims, it's indisputable that tuna fishing harms tuna fish and other animals by the billions. You've been criticised for using destructive fishing methods, but of course, *all* fishing methods are destructive: the goal is to kill for profit.

As you may know, growing concern for our environment and animal welfare is driving more and more people to choose plant-based meals. Successful companies adapt to the times, and we hope you'll agree that now is the perfect time for John West to distinguish itself as a forward-thinking industry leader by phasing out the sale of dead fish in tins and replacing it with a tasty and innovative vegan alternative to tuna: tuna-safe "tuna" made from chickpeas.

A switch to healthful and humane "tuna" made from plants would ensure that your product is not only 100 per cent dolphin safe but also turtle, sea bird *and* tuna safe. It would even be future safe, as recently released government figures show the lowest rates of meat and fish consumption in at least a decade, and at the rate we're going, there may not always be more fish in the sea.

John West has a golden opportunity to become the first major canned-tuna company to offer delicious, environmentally friendly tuna-friendly "tuna", free of the toxins and cholesterol found in fish flesh, and – most importantly – no one has to die.

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS (PETA)
FOUNDATION – a charitable
company limited by guarantee,
with its registered office at
125 London Wall, London EC2Y 5AS.
Registered in England and Wales
as charity number 1056453,
company number 3135903.

Affiliates:

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

PETA stands ready to assist you along the way. We can put you in touch with food scientists, vegan mayo suppliers, vegan chefs and chickpea farmers and also supply some recipes. The enclosed chickpea may not look like much, but this one little chickpea can grow into more. We hope it represents the blossoming of a new cruelty-free future for John West, one in which fish and other animals are not crushed to death in giant nets or slowly suffocated, battered and bleeding, on your ships.

May we hear from you? Britain's vegetarians and meat reducers, as well as those who find that bycatch leaves a bad taste in their mouths, await your reply.

Thank you so much for your consideration. I look forward to your reply.

Kind regards,



Dawn Carr
Special Projects Manager
DawnC@peta.org.uk
020 7837 6327, ext. 226

