



Christian Ammann
Managing Director
GIANTS Software GmbH

5 September 2016

Via e-mail: cammann@giants-software.com

Dear Mr Ammann,

I am writing on behalf of the People for the Ethical Treatment of Animals (PETA) Foundation – an affiliate of PETA US, which is the largest animal rights organisation in the world and has more than 5 million members and supporters worldwide. Following the announcement that Farming Simulator 17 will depict pig farming, we are writing to encourage you to include video footage from abattoirs in the game. To simulate the farming industry accurately, Farming 17 would need to show all aspects of pig farming, including what happens to pigs when they're sent to slaughter.

Pigs' legs and lungs are so weak after the animals spend their short, miserable lives confined to severely crowded, filthy sheds on factory farms that when they arrive at the abattoir, they can barely walk. Despite this, when they see open space ahead of them, some begin running for the first time in their lives, overjoyed at their first apparent taste of freedom. Then suddenly, they collapse and cannot get up. They can only lie there, trying to breathe, their bodies racked with pain from abuse and neglect on factory farms. They're then strung up, upside down, whilst they await slaughter. The slaughterers are in such a hurry that pigs are often only half or insufficiently stunned, wake up while they bleed, and are still alive and conscious when they're plunged into boiling water.

We ask that you include footage of this in your game to show players the horrific reality of the pig-farming industry. If you think that the gruesome nature of pig slaughter would be too upsetting for your audience, we suggest that instead of sugar-coating the subject, Farming 17 should solely simulate crop farming, in which no animals are confined, beaten, or slaughtered, turning Farming 17 into Vegan Farming 17.

Thank you for your time and attention. May I please hear from you regarding this important issue? You can contact me at HarrietB@peta.org.uk or on +44 20 7837 6327.

Yours sincerely,

Harriet Barclay
European Outreach Liaison

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