



Powerscourt Estate
Enniskerry
Co. Wicklow
Ireland

12 January 2018

Dear Ms Slazenger,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) regarding the upcoming Cool Planet Experience at Powerscourt Estate. We were excited to see that the experience promises to challenge, engage, and inspire visitors to adopt a "healthier & 'planet-friendlier' life", and we'd like to propose that a brilliant way to deliver on this promise would be to focus on something everyone engages with every day: food.

Healthy and planet-friendly food is made from plants, so it would make sense for Powerscourt to lead by example and move to an all-vegan menu.

The damage that the meat, dairy, and fishing industries cause to the environment is well documented. According to reports by the United Nations, animal agriculture is one of the "most significant contributors to the most serious environmental problems" and a global shift towards a vegan diet is vital to save the world from hunger, fuel poverty, and the worst impacts of climate change.

Raising animals for food is grossly inefficient. Farmed animals eat large quantities of grain, resulting in only small amounts of meat, milk, or eggs. Many times more land is required to feed a meat-eater than a vegan, and animal agriculture places a severe strain on water resources. In addition, the gases and waste produced by animals cause serious pollution.

Ignoring the impact of food choices on the environment is fiddling while the planet burns. With an ever-increasing number of vegan options readily available, choosing plant-based foods is one of the simplest ways to lead a more sustainable lifestyle. Regarding the Cool Planet Experience, the Crowley Carbon website says, "We also want to show people how sustainability ... is not just something to aspire to, but also achievable in everyday life." Offering an all-vegan menu would show Powerscourt Estate's commitment to this goal.

I look forward to your response.

Kind regards,

Stephen Balfour | Vegan Corporate Projects Liaison
People for the Ethical Treatment of Animals

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