



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Festival Committee
Cromer and Sheringham Crab & Lobster Festival

Via e-mail: enquiries@crabandlobsterfestival.co.uk

14 May 2020

Dear festival committee,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) as the Cromer and Sheringham Crab & Lobster Festival would have taken place this weekend. In cancelling this year's event because of the coronavirus, you have shown consideration for the health and safety of the humans who would have attended it, and for next year, we urge you to extend that consideration to the stars of the show – the crabs – by becoming a completely animal-friendly vegan event.

Crabs are not inanimate objects – they're living, feeling individuals who are like us in many ways, including in their ability to feel pain. They enjoy cleaning their homes, they develop relationships, and some even greet each other by waving their claws. It is no more acceptable to harm them than it is to harm other sensitive beings.

There's no need to eat crabs or the flesh of any other animal, since humans can get everything they need from a healthy vegan diet. Festival attendees can admire the beauty of the Norfolk coast without hurting the crabs who live offshore. As COVID-19 grips the world, it's time to recognize the health risks associated with handling live animals and eating meat and shift the focus of the festival from *eating* the local wildlife to *celebrating* it.

In place of a crabbing competition – in which crabs are pulled from the safety of the ocean and handled by adults and children alike – and cooking demonstrations using animal flesh, we suggest costume competitions (children dressed up as crustaceans ... magic!) and vegan cooking demonstrations.

The wide availability of delicious plant-based foods like Linda McCartney's Vegetarian Scampi Bites and Quorn's Battered Fishless Fillets shows that we can enjoy the taste of the sea without the cruelty or cholesterol. There's been a surge in demand for vegan seafood in recent years that shows no signs of slowing, and according to a recent Forbes projection, the market is "ripe for exponential growth". This represents a huge opportunity for the festival to start new traditions that protect, rather than harm, animals.

If the festival committee chooses to move forward with a *crabulous* animal-friendly event, PETA would be happy to become a sponsor, host delicious vegan crab cake cookery demonstrations, and provide free samples of vegan seafood for all to enjoy.

Thank you for your consideration. We look forward to hearing from you.

Sincerely,



Dawn Carr
Director of Vegan Corporate Projects

PEOPLE FOR THE ETHICAL
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