



Iain MacLeod  
Series Producer  
ITV

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Via e-mail: [itvpresscentre@itv.com](mailto:itvpresscentre@itv.com), [alison.sinclair@itv.com](mailto:alison.sinclair@itv.com)

Dear Mr MacLeod,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) to suggest a *Coronation Street* plotline that will get everyone talking: making all meals on the show vegan. November is World Vegan Month – and as the *Corrie* community gears up for its 60<sup>th</sup> anniversary in December, we can't think of a better way to celebrate *both* occasions.

Serving vegan meat, milk, cheese, and more at the Rovers Return and Roy's Rolls would put *Corrie* in good company: *EastEnders* will soon serve meat-free meals at the Queen Vic and Kathy's, on the advice of the show's new eco-consultant. Eating vegan makes firm environmental sense: raising and killing animals for food contributes heavily to the many serious environmental problems our planet is facing, including deforestation, water shortages, ocean acidification, air pollution, and biodiversity loss.

Don't tell Jack and Vera, but vegan foods and *Corrie* would make the best match we've ever seen on TV! Eating vegan can reduce our food-related carbon emissions by up to 73%. Animal agriculture currently accounts for 14.5% of global greenhouse-gas emissions, while the 13 largest dairy companies in the world produce the same level of emissions as the entire United Kingdom. Many meat and dairy companies aren't required to report or actively reduce their emissions, leaving positive change up to others. Since *Corrie* has always been a tastemaker, who better to guide us towards a climate-friendly future?

"Safety first" was your first order when *Corrie* resumed filming after lockdown. Serving all vegan fare can achieve just that – by helping to prevent more pandemics caused by exploiting animals. Around 75% of new infectious diseases (including COVID-19) stem from animals, and even before the current pandemic, we faced bird flu, swine flu, and other animal-borne illnesses. Any time animals are crammed together in filthy, stressful conditions, deadly pathogens can emerge and spread. It's time to say, "Ta-ra, chuck," to unhygienic factory farms for *everyone's* sake – especially the sentient animals who endure a lifetime of misery and a painful death for a fry-up.

*Corrie's* production team has shown ingenuity and creativity for 60 years. Now, you have the chance to respond to one of the biggest challenges of our century. As Sir David Attenborough stated plainly, "We

PEOPLE FOR  
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TREATMENT  
OF ANIMALS

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PEOPLE FOR THE ETHICAL  
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Registered in England and Wales  
as charity number 1056453,  
company number 3135903.

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must change our diet. The planet can't support billions of meat-eaters.”  
So, will *Corrie* help protect our planet by going vegan?

Sincerely,

Elisa Allen  
Director

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