



To: Tom McClean
From: Dawn Carr, PETA

Via e-mail: moby@tomcclean.co.uk

1 July 2021

Dear Mr McClean:

I hope this letter finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA), where we were charmed by your plan to take Moby across the sea. To help make this dream come true and draw much-needed attention to the plight of our oceans and the animals who live there, we'd like to offer you vegan seafood provisions to fuel your journey when the time comes.

If you're out to make a splash in a life-size, homemade metal whale, sparing the ocean's inhabitants is a great place to start. Going fish-free in favour of [100% plant-based fish alternatives](#) would be a fantastic way to show that we don't need to kill animals in order to fuel an adventure.

Marine ecologists say that human consumption of sea animals is the single greatest cause of the catastrophic destruction of life in our oceans. Fish farms introduce non-native animals into sensitive ecosystems, and commercial fishing ships "clear-cut" the ocean floor and inadvertently maim and kill billions of "non-target" marine animals, including porpoises and sea lions.

Talk of conservation often fails to consider the implications for individual animals, but of course, whether by hook, net, suffocation, or being gutted alive, fish caught and killed for their flesh suffer horrifically and are needlessly subjected to pain and fear.

Scepticism over sustainability claims and a growing concern for the welfare of fish is driving more consumers to opt for vegan seafood – from plant-based tuna to vegan prawns and fishless fillets, there are so many delicious cruelty-free options available.

We'd love to send your whale off with a full belly of vegan treats so that while you're out in the big wide ocean, you can delight in some fish-free fish fingers and smile in the knowledge that you aren't contributing to the suffering of sea creatures like those below in the unseen depths.

We know that a date is not yet set for your voyage, but we'd be happy to send you some samples of vegan fish products to try before you embark. They're delicious, environmentally friendly, and free of the toxins and cholesterol found in fish flesh, and – most importantly – no one had to die for them!

Mr McClean, you've been on many adventures. Who knows, perhaps your next one will be going vegan?

I look forward to hearing your thoughts.

Many kind regards,

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