



Dear Mr Sampson:

We hope this message finds you well. We are writing from People for the Ethical Treatment of Animals (PETA) and Good Catch ahead of the Salcombe Crab Festival to urge you to set sail in a new direction and celebrate crabs by going 100% vegan for next year's event.

Crabs are capable and incredible animals. They care for their young and have well-developed senses of sight, smell, and taste. Crabs enjoy cleaning their homes, they form relationships, and some even greet each other by waving their claws. The government will soon recognise in law that animals – including crabs, lobsters, and fish – are sentient beings. Just like us, they feel pain, have distinct personalities, and want to live.

For the sake of our oceans and everyone who lives there, we hope you can *see food* differently. Fish can use tools and have impressive long-term memories and complex social structures. There's no doubt that those who are impaled, crushed, suffocated, and ripped apart suffer immensely. Yet the fishing industry kills trillions of animals every year, including millions of "non-target" species such as dolphins, turtles, seals, sharks, and seabirds who become entangled in fishing gear.

Let's celebrate wildlife by leaving crabs and other marine animals in their ocean homes. Why not swap cruel traditions for animal-friendly celebrations? No one need miss out, as nutritious and delicious vegan fish, scampi, salmon, and even caviar are now available.

To inspire Salcombe Crab Festival to celebrate crabs without eating them, we've enclosed some Good Catch® New England Seasoned Crab-Free Cakes for you and fellow Rotarians to enjoy. This protein-packed blend of peas, chickpeas, lentils, soya, fava beans, navy beans, and vegetables will enable you to experience the taste of crab cakes with none of the cruelty.

Will Salcombe Crab Festival transform into a crab- and fish-friendly fiesta by taking marine animals off the menu? PETA would be happy to *shellebrate* with you by becoming a sponsor, hosting vegan cookery demonstrations, and providing free samples of vegan seafood.

We look forward to hearing from you.

Yours sincerely,

PETA and Good Catch