



Niels Christiansen
CEO
LEGO

30 May 2022

Via e-mail: media@LEGO.com

Dear Mr Christiansen,

I hope this message finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 1.3 million members and supporters to ask you to rebrand your new LEGO City farm set (60346) as an animal sanctuary. Animal farming is a bloody, cruel business, which is also a major cause of the climate catastrophe, and in 2022, no firm should be promoting it, especially to children.

Given that the UN has stated a global shift to plant-based eating is essential if we are to mitigate the worst effects of the climate catastrophe, promoting farming animals to children is dangerously irresponsible. When land is used to raise animals instead of crops, precious water is wasted, soil erodes, trees are cut down to clear areas for grazing or factory farm sheds, and untreated animal waste pollutes rivers and streams. In nearly every step of meat, egg, and dairy production, harmful greenhouse gases are released into the atmosphere, disrupting weather patterns and ecosystems.

Furthermore, the pastoral scenes depicted in your set are far from an honest representation of farming for children. Cows in the dairy industry are repeatedly forcibly impregnated, and their babies are torn away from them so that humans can steal the milk that nature intended for them. When these poor animals' bodies are spent, they're sent on a terrifying trip to the abattoir. Chickens bred for meat typically never see the sun and are crippled by their own immense body weight, then their throats are slit while they are still conscious. Pigs endure a life of frustration, misery, and pain in cramped, filthy, barren pens. All long to live free from harm, just as humans do, yet they're subjected to a miserable existence and a violent death.

These traditional farmed-animal toys whitewash the horrific reality of life and death for animals raised for food, and by the time children find out the truth, they're so accustomed to consuming animals' flesh, eggs, and milk that they often don't question doing so. This rebrand would help children recognise that animals are sentient beings to be cared for, who feel joy, pain, love, and grief, not edible commodities to be used and abused.

It's time we all stopped misleading children about the horror and cruelty behind their dairy milkshakes and beef burgers, and by rebranding the farm as a sanctuary, I'm sure you'll agree that LEGO would send a

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PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS (PETA)
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Cannon Place, 78 Cannon Street,
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Registered in England and Wales
as charity number 1056453,
company number 3135903.

Affiliates

- PETA US
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands



positive message not only about our relationship with other animals but also about the future of farming in harmony with the environment.

I look forward to hearing from you.

Yours sincerely,

Mimi Bekhechi

Vice President of International Programmes

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