



Jim Warnock
Chair
Royal Highland and Agricultural Society of Scotland

27 March 2023

Via e-mail: info@rhass.org.uk

Dear Mr Warnock:

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) with an exciting proposal to launch your event into the next 200 years while embracing the changing needs of our planet and everyone we share it with. We suggest a progressive transition to a fully vegan event and a name change from the Royal Highland Show to the Royal Highland *Grow*.

Instead of outdated cow parades, cruel sheep shearing, and food that has been cut or expelled from an animal's body, the new Royal Highland Grow can celebrate Scotland's hard-working plant-based farmers and delicious, locally produced vegan fare. The event could feature fun family-friendly activities, such as a vegan haggis-eating contest, a turnip beauty pageant, and a potato-sculpting competition.

This change would support the UK's arable and horticultural farmers and help protect the environment by highlighting all the fantastic crops that can be grown in Scotland, from kelp to oats.

We all know that raising and killing animals for food is not in their best interests and that it's an environmental disaster. Animal agriculture is a major cause of greenhouse gas emissions, biodiversity loss, deforestation, pollution, and pandemics. In the UK, farming animals for food is responsible for around 47% of the country's methane emissions. So it's time for change.

PETA has even designed a cheerful new logo to match the show's new direction, featuring playful mascots – named Neep and Tattie after the classic Scottish dish – which are sure to be loved by children and adults alike. You may use this idea and logo free of charge.



We hope you'll agree that transforming your event into the Royal Highland Grow would be a great way to grow with the times and support sustainable and ethical plant-based agriculture. It's an idea as fresh as a Scottish strawberry in June.

I'm looking forward to hearing from you.

Sincerely,



Dawn Carr
Vice President of Vegan Corporate Projects

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

PO Box 70315
London N1P 2RG
United Kingdom
+44 (0) 20 7837 6327
+44 (0) 20 7923 6242 (fax)

Info@peta.org.uk

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS (PETA)
FOUNDATION – a charitable
company limited by guarantee,
with its registered office at
Cannon Place, 78 Cannon Street,
London EC4N 6AF.
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