



Aled Rhys Jones
Chief Executive
The Royal Welsh Agricultural Society

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Via e-mail: chiefexecutive@rwas.co.uk



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Dear Mr Rhys Jones:

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) with an exciting proposal that would enable the Royal Welsh Show to honour the changing needs of our planet and everyone we share it with. We urge you to ditch the animal exhibits and adopt a new name and direction: the Royal Welsh *Grow*, a fully vegan event with a focus on supporting hard-working arable and horticulture farmers in Wales.

Instead of forcing thousands of non-consenting animals into transport and confinement and parading them about, the new Royal Welsh Grow would celebrate delicious, locally produced vegan fare – including potatoes, broccoli, and strawberries – and feature fun, family-friendly activities that don't harm animals, such as a vegan Welsh cake cooking demonstration, a leek beauty pageant, and bobbing for Denbigh plums.

Why the change? As society progresses, using animals against their will for food and entertainment is increasingly recognised as outdated, cruel, and unnecessary. We know that sheep have feelings, cows have best friends, and chickens are excellent mothers when given the chance. None of them go to their deaths willingly. Farming animals for food is also wreaking havoc on our planet. Animal agriculture is a major cause of greenhouse gas emissions, biodiversity loss, deforestation, pollution, and pandemics. And as the Wales Agriculture Bill will encourage more sustainable farming to tackle the climate and nature emergencies, a switch to an all-vegan event would support these aims.

PETA has designed a new logo to match the show's fresh direction featuring Llywelyn Leek, a cheerful representation of the Welsh national symbol. You may use this idea and logo free of charge.

We hope you'll agree that transforming your event into the Royal Welsh Grow would be a great way to *grow* with the times and support sustainable, ethical, and healthy plant-based agriculture in Wales. It's an idea as fresh as a field of daffodils on a Welsh hillside.

Thank you for your consideration.

Kind regards,



Dawn Carr
Vice President of Vegan Corporate Projects

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS (PETA)
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