



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Councillor Paul Seeby
Mayor of Broxbourne

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Via e-mail: enquiry@broxbourne.gov.uk

Dear Mr Mayor:

I hope this message finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals – PETA entities have more than 9 million members and supporters globally – with a request in honour of World Vegan Day (1 November): rename Bread and Cheese Lane (Cheshunt, EN10 7WE) to “Bread and Houmous Lane”.

This change – from a name that celebrates a pus-laden coagulation to one highlighting everyone's favourite chickpea dip – would bring some friendly attention to the quaint town of Broxbourne while also reminding people that they should ditch dairy for the sake of animals, the environment, and their health. Let me explain.

Cows are gentle, intelligent individuals who, when given the opportunity, nurture their young and enjoy lifelong friendships with other cows. But those confined to dairy farms endure short and miserable lives. Cows used for milk are repeatedly impregnated, and their calves are torn away from them, causing great distress to mother and baby. The female calves will likely follow in their mother's sad footsteps, and the males will likely be killed immediately or slaughtered for veal at as young as 6 months old. When the milk production of cows who are exploited on dairy farms slows, they are sent to slaughter.

Of course, the suffering of cows and their babies is not the only problem with dairy – it's also terrible for the planet. A study found that the world's 13 biggest dairy companies have the same combined greenhouse gas emissions as the entire United Kingdom. Changing the lane's name could help get people thinking about how they can support the council's Environmental Sustainability Strategy and Action Plan.

Dairy has also been found to be harmful to human health, which is unsurprising, considering it's made for baby cows. Research has linked the consumption of cheese, milk, and other dairy products to an increased risk of some types of cancer as well as heart disease. But vegan foods like the humble chickpea – the key ingredient in houmous – are high in protein, low in saturated fat, and cholesterol-free.

We hope you can see how a simple name change could help save humans, the planet, and the other animals we share it with. We would be happy to provide all residents of the lane a selection of breads and houmous in celebration of the renaming!

I look forward to hearing from you.

Sincerely,

Dawn Carr
Director of Vegan Corporate Projects
PETA

PEOPLE FOR THE ETHICAL
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