



PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

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To: Sharon Ament, Director, Museum of London  
From: Ingrid Newkirk, Founder, PETA

Via e-mail: [info@museumoflondon.org.uk](mailto:info@museumoflondon.org.uk)

8 January 2024

Dear Ms Ament:

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 1.2 million members in the UK to discuss the future of London's Smithfield Market. Following reports that this former open-air slaughterhouse and live-animal and meat market – once the UK's largest – will become part of the Museum of London, we request that the new attraction include a PETA exhibition on empathy for animals, as millions of them passed through Smithfield over the years. Such a display would see this site built on cruelty turned into a tribute to compassion and kindness.

I actually once hoisted myself, naked, onto a hook to hang alongside a line of pig carcasses at [Smithfield Market](#) to highlight that, just like humans, cows, pigs, chickens, and other animals are sentient beings with individual personalities, likes, and dislikes. They form strong family ties, grieve when they lose a loved one, and yearn to pursue activities that make them happy – even simple ones like bathing, stretching, and exploring.

At the empathy exhibition, guests would learn that pigs, for instance, have impressive problem-solving skills and enjoy listening to music, playing with footballs, and getting massages. Newborn piglets run to their mother's voice, and mother pigs sing to their young while nursing. In his book *The Whole Hog: Exploring the Extraordinary Potential of Pigs*, Lyall Watson writes, "I know of no other animals [who] are more consistently curious, more willing to explore new experiences, more ready to meet the world with open mouthed enthusiasm. Pigs, I have discovered, are incurable optimists and get a big kick out of just being."

An empathy exhibition would help humans appreciate pigs and other animals for their personalities – not the taste of their flesh. Turning pigs, chickens, and cows into pork, drumsticks, and beef involves separating them from their loved ones; confining them to filthy warehouses, cages, crates or stalls; mutilating them; and subjecting them to violence and death. Among other things, workers cut off piglets' tails and cut chickens' throats while they're still conscious.

PETA's empathy exhibition would help people understand that animals who are used for food suffer unnecessarily – and that vegan foods are humane, healthy, and environmentally friendly. It would be an educational experience for everyone, and I'd be glad to donate copies of my book *Animalkind* to be used in the display.

I look forward to hearing your thoughts. Thank you.

Best wishes,



Ingrid Newkirk  
Founder  
PETA

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS (PETA)  
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