

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Mr Bas Padberg
Managing Director
Arla Foods UK

Via e-mail: bas.padberg@arlafoods.com

31 January 2024

Dear Mr Padberg:

I'm writing from People for the Ethical Treatment of Animals (PETA), where I work with businesses to develop and promote winning vegan foods, to urge Arla to convert its Melton Mowbray creamery into a producer of vegan cheeses. This move would be better for cows and the planet and could rescue the facility from closure, protecting the livelihoods of Arla staff.

The specialty cheese market in the UK may be in decline, but the demand for vegan cheese is booming. Not all vegan cheese is created equal, and we're confident that with your cheesy know-how, you could produce something phenomenal. There are some brilliant handcrafted vegan cheeses being produced using traditional cheese-making methods but with milk made from plants such as cashews, oats, and almonds instead of from living, feeling beings.

Cows are gentle, intelligent animals who, when given the chance, nurture their young and form lifelong friendships with one another – pleasures denied them on dairy farms. As you know, cows used by the dairy industry are repeatedly impregnated without their consent and forced to endure the heartbreak of their calves being taken from them so that humans can turn their milk into cheese.

Cows' milk is meant for baby cows, not humans, and people who consume dairy are at greater risk of developing heart disease, diabetes, cancer, and many other ailments.

Confining animals for their milk also destroys the environment, including by emitting large volumes of methane, nitrous oxide, and carbon dioxide and polluting waterways with slurry run-off. It's clear that animal-derived cheese harms us all.

PETA would be happy to meet with your team to discuss ways we might work together to make this exciting dream a reality. And if you haven't tried a magnificent vegan blue cheese – such as those available from producers Honestly Tasty, Palace Culture, and La Fauxmagerie – we'd be happy to send you a selection.

You know Stilton, and we know vegan food. Together, we can *cheese* the opportunity to turn your Melton Mowbray creamery into a vegan cheese powerhouse for generations to come. Let's work together to invest in a better future, not just for the Tuxford and Tebbutt facility and its hard-working staff but for *all*.

We look forward to your reply.

Sincerely,

Dawn Carr
Director of Vegan Corporate Projects
PETA

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