

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

Jeremy Clarkson

22 March 2024

Dear Jeremy:

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) to share our [new animated short film](#). The cartoon is a *twisted tail* full of singing and dancing – and a grim look at what happens to pigs used for their flesh. We hope you'll take a moment to watch the video and be inspired to stop telling *porky pies* about how bacon, ham, and sausages are really made.

The reality is that when raising and slaughtering animals on an industrial scale – 10 million pigs a year are farmed and killed for their flesh in the UK. Crammed by the thousands into barren pens, pigs raised in the meat industry may never see the sun. Piglets are routinely subjected to mutilations such as tail docking, usually without painkillers. And, as you likely know, at the abattoir, these gentle animals are hoisted upside down by their back legs and their throats are cut, sometimes without effective stunning. Some are just 15 weeks old when they're killed. No matter what the label says, pork, ham, and other forms of pig flesh are *always* a product of extreme violence.

Animal agriculture is also terrible for the planet: raising animals for food consumes one-third of the Earth's land surface and is responsible for 30% of biodiversity loss. The meat industry is responsible for nearly 60% of emissions of greenhouse gases from food production, including methane, which traps heat in the atmosphere at a rate 28 times higher than carbon dioxide. And Cancer Research UK notes that processed meats – such as bacon, ham, and sausages – can cause cancer.

We'll be sending you crockery featuring images from the film to *serve* as a reminder of the suffering all pigs in the food industry experience. We hope you might consider stocking these in your Diddly Squat Farm Shop so that your customers can know the truth about where the bacon and sausages you sell truly come from. It's time to stop peddling industry lies and admit that the notion of a "happy" pig farm is utter *hogwash*.

Kind regards,

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