

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Clare Matterson
Director General
Royal Horticultural Society

8 May 2024

Via e-mail: ClareMatterson@rhs.org.uk

Dear Ms Matterson:

I'm writing today from People for the Ethical Treatment of Animals (PETA) with a suggestion to make the Chelsea Flower Show even more vibrant, colourful, and planet-friendly: make the event vegan!

We know there's already an appetite for vegan food at the show. Last year, when the event's Thames View café went vegan, PETA supporter and Chelsea Flower Show winner Cleve West told us it was "packed". Clearly, the Royal Horticultural Society is good at going green, and we urge you to increase your sustainability efforts to ensure the show brims only with life.

In addition to sparing gentle animals the horrors of farming and slaughter, evolving into a fully vegan event would help ensure a long and bright future for the Chelsea Flower Show. Gardening is one of the wonderful pastimes at risk due to climate change – [which is largely driven by animal agriculture](#). Already, 40% of the world's plants are at risk of extinction, and even the short-term impacts of climate change, like longer growing seasons, wetter winters, and insufficient or erratic chill days, will impact our gardens and what we can grow and when.

Happily, climate change isn't entirely out of our hands. Research shows that vegan diets result in 75% less climate-heating emissions, water pollution, and land use than diets containing even 100 grams of meat a day. Gardeners will also be happy to know that vegan eating cuts wildlife destruction by 66% and water use by 54%. By going vegan, the Chelsea Flower Show would be planting a seed for the future of gardening and ensuring the iconic event blossoms for many years to come.

We commend the impressive strides the Royal Horticultural Society has already made on the plant-based front and hope you'll agree that your show – which celebrates life and nature – is perfectly placed to go fully vegan. A sustainable event that's kind to every animal would be more inclusive to all its green-fingered guests.

We'd love to work with you on this – thanks a bunch for your time!

Kind regards,

Dawn Carr
Vice President of Vegan Corporate Projects

PEOPLE FOR THE ETHICAL
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