



PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

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Carol Paris, CEO  
The Royal Bath & West Society

10 May 2024

Via e-mail: [Carol.Paris@bathandwest.co.uk](mailto:Carol.Paris@bathandwest.co.uk)

Dear Ms Paris:

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) to urge you to create a kinder and more sustainable future for the Royal Bath & West Show: a fully vegan one free from animal parades and exhibits.

The show's Grand Livestock Parade – more accurately described as a *Sad Captive Parade* – is a relic from a cruel past, subjecting hundreds of non-consenting cows, sheep, and other animals to frightening crowds and stressful handling. Animals are not “stock”, a word that describes objects you put on a shelf, or property to be flaunted for prize money. They are feeling, sensitive individuals who value their lives just as we value ours.

By ditching the animal exhibits and parades as well as the sale of animal-derived foods, the Royal Bath & West Show could deliver a “grand celebration of rural life” that doesn't cost anyone theirs. PETA recommends celebrating Somerset's hard-working plant growers by expanding the Horticulture Village. And you could replace the tawdry parade of farmed animals with something fun and uplifting for children – like a wholesome pumpkin parade!

Children have a natural empathy for animals, but in years past the show has encouraged them to take part in their exploitation. Teaching children to milk cows indoctrinates them into the cruel and frankly weird practice of taking milk from mother cows, produced for their calves, against their will. Food stalls at the event have encouraged them to munch on animals' body parts in burgers and sandwiches and to lick cows' mammary secretions in ice cream. There's a better way: let's help children make kind choices by promoting delicious, locally grown, plant-based foods and drinks – like apples and oat milk – instead.

We hope you'll agree that modernising the show by making it vegan and free of animal exhibits would be a great way to offer a fun family day out and to support local, ethical, and sustainable plant-based agriculture.

I look forward to hearing from you.

Yours sincerely,



Dawn Carr  
Vice President of Vegan Corporate Projects  
PETA

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS (PETA)  
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