



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

3 April 2025

Dear Mr. Farage:

I hope this finds you well. I still have a fond memory of your interview with me while I sipped stout on your show when I was in the UK. If you come to Washington again, as I think you may well, I'd be pleased to buy you a Budweiser! My office is 8 blocks from the White House, visible if you stand next to the elephant statue in our front garden.

I'm writing about your fun British Bulldog temporary tattoo and hoping to get your help in drawing attention to what is happening to these dogs, something that, growing up, I was oblivious to, and I think you may be too. The way they have been bred is causing them debilitating deformities, their breathing so labored that they make us look like a nation of wheezing weaklings.

Bulldogs, as you probably know, are brachycephalic breeds, basically "Frankendogs" who have been purposely engineered to have extremely squashed snouts and small heads, physical anomalies that cause a plethora of quite serious and regrettable health issues.

Such 'Breathing Impaired Breeds' (BIB) cannot draw enough air into their narrowed nostrils and often must breathe through their mouth, which causes them to snort, snore, and gasp. This is not simply uncomfortable – one veterinary surgeon likened it to "trying to breathe through a really narrow straw" – it is sometimes fatal, resulting in heart failure, suffocation or heat stroke. British Bulldogs' features also make them susceptible to eye and skin complaints and jaw deformities. Unsurprisingly, the Royal Veterinary College warns that British bulldogs are twice as likely to have health problems as other breeds and recommends that "urgent action" be taken regarding their health.

As you can imagine, bulldogs and others bred to be inherently unwell are frequent visitors to the vet and, during the cost-of-living crisis, are at even greater risk of physical deterioration, neglect, abandonment, and even death if their guardians can't afford to keep addressing the maladies borne of their mutations.

You know better than most that the public is influenced by what it sees depicted in popular culture, so I have an extraordinary ask: Will you please decide not to use images of bulldogs in any future campaign messaging so we can move on from that image as defining Britishness when I hope it certainly does not.

With best regards,



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Founder

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