



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Mark Nicholas
Manging Director
The Royal Norfolk Agricultural Association

26 June 2025

Via e-mail: Mark.Nicholas@rnaa.org.uk

Dear Mr Nicholas:

I'm writing from People for the Ethical Treatment of Animals (PETA) to urge you to leave the tawdry pig racing out of the next Royal Norfolk Show.

It's 2025—surely we can agree that forcing animals to bolt around a track in front of noisy crowds for a cheap laugh belongs in the same dusty drawer as leech therapy and powdered wigs.

With more than 150,000 pigs confined in Norfolk's factory farms, never feeling the sun on their backs or grass beneath their feet, it's time the county gave these animals a break. Turning them into a sideshow attraction only adds insult to injury.

These gentle pigs don't consent to participating in this confusing and stressful event and should be left in peace. Pigs are intelligent, emotionally sensitive animals, not sporting equipment.

Pig races also send a dangerous message to children: that it's acceptable to objectify animals and use them as living toys. Instead we suggest activities involving only willing human participants, such as a squash and spoon race, or a wholesome and hilarious game of [Poop the Potato](#), in which only one's pride is at stake.

Using animals against their will has no place in entertainment. Blackgang Chine, Butlin's, Moulin Rouge, and Thorpe Park are some of the UK's many animal-free attractions. And South Tyneside, Wirral, Oldham, and Knowsley councils have ended the use of live animals at events and festivals. It's time the Royal Norfolk Show joined them.

Please take this opportunity to lead with compassion and creativity. End pig racing and make next year's show a family- and animal-friendly event that *everyone* can enjoy.

Thank you for your consideration.

Sincerely,

Dawn Carr
Vice President of Vegan Corporate Projects

PEOPLE FOR THE ETHICAL
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