



Barry Graham  
Head Teacher  
Wallace Hall Academy

3 October 2025

Citation: **INDOCTRINATION OF CHILDREN**

Dear Mr Graham,

I am writing on behalf of People for the Ethical Treatment of Animals (PETA) to inform you that your school has been selected to receive our *Indoctrination of Children Citation* for its Young Agri Leaders Programme “meatbox challenge”.

Encouraging students to buy and kill lambs as if they were mere commodities instead of living, feeling individuals does a disservice to both lamb and child. Schools should nurture compassion, not teach children to take the life of another for profit.

Respect for others is at the heart of the Scottish curriculum, and educators play a vital role in fostering children’s natural empathy. But instead, this course would turn classrooms into training grounds for cruelty. Research shows that normalising violence against animals can desensitise young people and is a known red flag for potential violence against humans.

Rather than indoctrinating students into a violent system, you can guide them toward a future rooted in sustainability and compassion. To that end, we suggest creating a “plantbox challenge” championing sustainable horticulture. Instead of learning how to slaughter a gentle lamb, pupils could explore how Scottish oats are transformed into the most popular vegan milk in the country. Or they could discover innovative ways of growing, cooking and serving homegrown fava beans – hailed by Tesco as a “revolutionary crop”

Sheep are intelligent and social individuals who deserve to be left in peace. Please leave the violence and cruelty of animal agriculture in Scotland’s past and teach compassionate and low-carbon plant farming —a lesson that will serve your students now and in the future.

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

PO Box 70315  
London N1P 2RG  
United Kingdom  
+44 (0) 20 7837 6327  
+44 (0) 20 7923 6242 (fax)

Info@peta.org.uk

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS (PETA)  
FOUNDATION – a charitable  
company limited by guarantee,  
with its registered office at  
Cannon Place, 78 Cannon Street,  
London EC4N 6AF.  
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as charity number 1056453,  
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