



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Daniel Chadwick, Owner
Woolpack Inn
Slad Road, Slad
Stroud, GL6 7QA

Via e-mail: Woolpackslad@gmail.com

20 March 2026

Dear Mr Chadwick:

Greetings from People for the Ethical Treatment of Animals, PETA. As you enter 2026 on the cutting edge as one of the Top 50 UK gastropubs, we'd like to urge you to bring your pub's name out of the 1600s with a modern rebrand as the *Plant* Woolpack Inn.

While animal wool is historic, plant wool is innovative and represents the future of fashion, free of animal harm and with a lower environmental impact. Despite the industry's green and humane-washing of wool, it's problematic. To date, PETA entities' exposés of over [150 sheep-wool-industry operations](#) across four continents – including within the UK – have uncovered workers kicking, beating, punching, stomping on, and throwing gentle sheep.

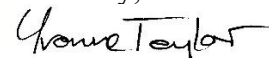
To raise sheep for their wool, swaths of land are cleared, negatively impacting biodiversity. Ruminant animals, sheep emit vast amounts of the potent greenhouse gas methane, while toxic sheep dip and wool cleaning chemicals pollute waterways. Unsurprisingly, the Made-By Environmental Benchmark for Fibres ranks sheep's wool as a "Class E" material – the worst possible category.

Conversely, [plant wool sources](#) sequester carbon and produce oxygen. Many, such as organic cotton, hemp and bamboo, have been grown for centuries because they're natural, kind to skin, and require little water and no chemicals. Flax, from which linen is made, is also grown right here in Gloucester, meaning this name change would positively impact a local heritage industry!

Just as gastropubs elevate the pub experience, plant wool elevates wool, eliminating animal suffering and instead using carbon-capturing plants, weeds, and trees, or even food waste, to create soft, warm fibres that, in many cases, outperform animal fleece. Who wouldn't want to be associated with that?

We appreciate your consideration and will be happy to help contribute to the costs of rebranding.

Sincerely,



Yvonne Taylor
Vice President of Corporate Projects, PETA

PEOPLE FOR THE ETHICAL
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