



Janine Goodall
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Emmerdale

Via E-mail: janine.goodall@itv.com

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Dear Ms Goodall.

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) to suggest an *Emmerdale* plotline that will get the whole village talking: bring the Main Street pub out of the 1700's with a modern rebrand as the *Plant Woolpack Inn*.

While *Emmerdale* began life as a farming drama – *Emmerdale Farm* – rooted in the rhythms of rural life and agriculture, over time, the show has evolved, shifting its focus from sheep, sheds, and silage to the vibrant (and often explosive!) lives of its villagers. With that in mind, now would be the perfect moment to take another step forward – this time by reimagining one of its most iconic institutions without the associations of cruelty to sheep.

While animal wool may be part of the Dales' heritage, plant wool represents the future of fashion – free from animal suffering and with a far lower environmental impact. Despite the industry's green and humane image, 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.

Raising sheep for their wool also requires swaths of land to be cleared, negatively impacting biodiversity. Ruminant animals and 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 – something that would surely earn a rare nod of approval from Charity Dingle.

Seeing as *Emmerdale* itself moved on from its farmyard beginnings, why shouldn't the Woolpack follow suit? 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

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