



Lloyd Thomas, President, Aberaeron Yacht Club

29 July 2026

Dear Mr Thomas:

I hope this finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) to urge you to let fish off the hook and transform the Aberaeron Mackerel Fiesta into a kinder event celebrating Welsh produce: the Aberaeron Cabbage Fiesta!

Fish suffer immensely when they're pierced by hooks through their delicate faces and often experience what experts call "the bends on steroids" when hauled from the depths. We know that fish feel pain, stress and fear. They're also curious and intelligent animals who enjoy social bonds, find comfort in the touch of others, and even make art for love (yep, puffer fish art, look it up). Like all animals, fish value their lives and deserve respect and freedom.

Celebrating life-giving plant produce rather than fish slaughter would be more in line with the compassion and warmth Wales is known for. Plus, you'd be supporting local growers, like Blaencamel Organic Farm, famed for its vibrant cabbage and fennel, amid 50 sustainable acres of fruit and veggies. It would also be an investment in Aberaeron, because animal-free diets are not only optimal for health, but also curb climate-heating emissions, water pollution, and land use by as much as 75%.

Best of all, there's no 'slaw-ter' with cabbage!

If you agree to focus your fiesta on leafy greens instead of feeling beings, we'd be delighted to supply a mighty [papier-mache cabbage](#) to replace your mackerel effigy, like the one imagined here:



How fun is that?! We hope this inspires Aberaeron to turn over a new leaf and let mackerel swim free.

I appreciate your time and consideration.

Sincerely,

Dawn Carr
Vice President of Vegan Projects

PEOPLE FOR
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