



Gordon Lyons MLA
Minister for Communities
Department for Communities
Belfast

22 September 2026

Dear Minister:

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) to offer our help in restoring Belfast's beloved Big Fish sculpture.

The Salmon of Knowledge invites us to value wisdom and learning. Today, we know that salmon are intelligent, sensitive animals who can navigate vast oceans to find their way home. But right now, millions are trapped in crowded fish farms, where disease and parasites kill many, while survivors face a violent slaughter. Salmon farms also damage wild populations when waste and chemicals pollute surrounding waters, and escaped fish compete and interbreed with wild populations. Adding to the harm, farmed salmon feed is made from the flesh of wild-caught fish. It's a disaster all around.

PETA would be pleased to contribute towards the sculpture's repair if Belfast City Council agrees to install an educational plaque inviting visitors to consider the lives of real salmon and go vegan:



Adding this plaque could help turn the tide for fish with a message of kindness, a fitting tribute to the sculpture's creator, John Kindness.

We look forward to your reply.

Kind regards,

Dawn Carr
Vice President of Vegan Projects

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