



Amy Adams
Chancellor
University of Canterbury

8 November 2024

Dear Ms Adams:

I hope this letter finds you well. We at People for the Ethical Treatment of Animals (PETA) were sorry to hear that so many of your students recently fell ill, reportedly after eating chicken souvlaki. Many people aren't aware that eating birds' flesh is a common cause of food poisoning, and **we'd like to suggest something simple you can do to reduce the risk and save the lives of countless birds: replace bird flesh on campus menus with healthy and delicious plant-based upgrades.**

Chickens are curious, social birds, who are as intelligent as mammals, but in New Zealand, some 124 million of them are killed for their flesh annually. Most are raised on factory farms where they're confined to dark sheds that hold around 40,000 birds, giving each individual a space smaller than an A4 sheet of paper in which to live. At just 6 weeks old, they're shackled upside down and electrocuted, then their throats are slit.

Aside from the immense cruelty involved, meat production is a major driver of environmental damage and increases the risk of zoonotic pandemics like avian flu. As your students have experienced first-hand, chickens have pathogens such as campylobacter and salmonella in their gut, which can contaminate their flesh – but more importantly, every chicken is an individual with a unique personality who experiences love, joy, pain, and fear and doesn't want to be hacked to bits for a meal.

PETA urges the University of Canterbury to protect students and birds by replacing avian flesh with vegan upgrades – we'll even send you some delicious plant-based chicken to get you started on your compassionate, healthy journey!

Thank you for your consideration.

Sincerely,

Mimi Bekhechi
Senior Policy Advisor
PETA

PEOPLE FOR
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