

Media Release

**Company Stonewalls on Animal Welfare Reforms**

January 8, 2003

**Montreal, QC.** — After nearly two years of failed negotiations and following victories over McDonald's, Burger King, and Wendy's—all of which bowed to PETA pressure to reduce cruel treatment of animals raised and slaughtered for food—PETA has declared its latest campaign target: KFC, owned by Yum! Brands, Inc.

PETA and Global Action Network will formally launch the campaign in Quebec by unveiling new "Kentucky Fried Cruelty" posters, leaflets, stickers, and more and will show broadcast-quality footage of abusive animal treatment by KFC suppliers at a news conference on January 8 in Montreal.

**Date: Tuesday, January 8**

**Time: 11 a.m.**

**Place: 372 St Catherine W. #308**

PETA attempted to negotiate with Yum! Brands executives for 21 months prior to the campaign launch, but despite assurances made long ago by Senior Vice President Jonathon Blum that KFC would "raise the bar" on animal welfare, the company refuses to eliminate the worst abuses.

Among the improvements that PETA wants KFC to implement are the following: replacing crude and ineffective electric stunning and throat-slitting with gas killing; phasing out the forced rapid growth of chickens, which causes metabolic disorders and lameness; increasing the space allotted per bird; adding minimal enhancements, such as sheltered areas and perches in order to provide chickens with some semblance of their natural environment; and implementing automated chicken-catching, a process that reduces the high incidence of bruising, broken bones, and stress associated with catching the chickens by hand.

"KFC has shortchanged the chickens, leaving us no choice but to turn up the heat," says PETA Director of Vegan Outreach Bruce Friedrich. "McDonald's, Burger King, and Wendy's responded to consumer pressure; KFC would do well to follow their lead."

For more information, please visit [KFCCruelty.com](http://KFCCruelty.com).

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