



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Christine Adams
President
Royal Ulster Agricultural Society (RUAS)

27 April 2023

Via e-mail: info@ruas.org.uk

Dear Ms Adams:

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) with an exciting proposal that would enable the Balmoral Show to honour the changing needs of our planet and everyone we share it with. We urge you to ditch the animal events and adopt a new name and direction: Balmoral *Grow*, a fully vegan event with a focus on supporting Northern Ireland's hardworking arable and horticulture farmers.

The new Balmoral Grow could celebrate delicious, locally produced vegan fare – including potatoes, oats, strawberries, and apples – and feature fun, family-friendly activities that don't harm animals, such as a vegan Ulster fry demonstration, an Irish strawberry-eating competition, a potato beauty pageant, and bobbing for cabbages.

Why the change? As society progresses, using animals against their will for food and entertainment is increasingly recognised as outdated, cruel, and unnecessary. We know that sheep have feelings, cows have best friends, and chickens are excellent mothers when given the chance. None of them go to their deaths willingly. Farming animals for food is also wreaking havoc on our planet. Animal agriculture is a major cause of greenhouse gas emissions, biodiversity loss, deforestation, pollution, and pandemics. And as Northern Ireland must reduce its numbers of farmed animals to meet climate emissions targets, a switch to an all-vegan event would support these aims.



PETA has designed a logo to match the show's new direction, featuring Pip, a cheerful Greasy Pippin apple, Northern Ireland's national fruit. You may use this idea and our logo free of charge.

We hope you'll agree that transforming your event into Balmoral Grow would be a great way to grow with the times and support sustainable, ethical, and healthy plant-based agriculture in Northern Ireland.

Thank you for your consideration.

Kind regards,



Dawn Carr
Vice President of Vegan Corporate Projects

PEOPLE FOR THE ETHICAL
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