



Cheese-Rolling Committee  
Cooper's Hill Cheese-Rolling

16 May 2023

Dear Cheese-Rollers:

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) to urge Cooper's Hill to embrace a new tradition: instead of the annual rolling of a dairy cheese – made by expelling fluid from the underside of an unwilling Gloucester cow – switch to a vegan cheese, a move that would be better for cows and the planet and that would make the event more inclusive.

Leave behind tired old traditions, and *roll* out a new one! Far from suggesting anyone stop chasing a cheesy dream, we're simply encouraging you to update the nature of the cheese for everyone's benefit.

Cows are gentle, intelligent animals who, when given the chance, will nurture their young and form lifelong friendships with one another – pleasures denied them on dairy farms. Cows confined by the dairy industry are repeatedly forcibly impregnated and separated from their bellowing calves so humans can loot their mammary secretions. And cows' milk is meant for baby cows, not humans, which is why people who consume dairy are at greater risk of developing heart disease, diabetes, cancer, and many other ailments.

Add to all that the well-documented environmental destruction caused by raising animals for their milk – including methane, nitrous oxide, and carbon dioxide emissions as well as water pollution from slurry run-off – and it's clear to see that dairy harms us all.

In contrast, vegan cheeses can be made from plants like cashews, oats, and soya and contain healthy fats but no cholesterol. We're confident a kinder, nutritious, delicious, and pus-free vegan cheese would roll just as fast but wouldn't leave the trail of destruction caused by dairy.

PETA would be happy to work with Smart's Farm to produce a magnificent round of plant-based cheese for use at the event – perhaps with technical assistance from a major producer such as Babybel, Applewood, or Cathedral City, all mainstream dairy businesses that are helping to meet the booming demand for vegan cheese and certainly have the know-how.

We hope you'll agree it's time to *cheese* the day with a new, cruelty-free cheese wheel, ensuring the only ones who may be hurt are the willing participants who take a tumble while chasing that delicious, alluring vegan cheese down Cooper's Hill.

We look forward to your reply.

Kind regards,



Dawn Carr  
Vice President of Vegan Corporate Projects

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