

PEOPLE FOR
THE ETHICAL
TREATMENT
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Joa Studholme
Colour Curator
Farrow & Ball

21 August 2024

Via e-mail: joa@joastudholme.com

Dear Ms Studholme:

Hello from People for the Ethical Treatment of Animals (PETA). I hope you're well. We love that all Farrow & Ball paints are cruelty-free and that most are vegan. We wanted to get in touch with a simple suggestion to make the range even more inclusive: **update colour names that normalise exploiting animals to make them vegan-friendly, too.**

Consider the colours Dead Salmon and Smoked Trout. Science concludes that [fish are sentient, capable of feeling pain and fear](#). They each have a distinct personality, can learn new information, and enjoy complex social relationships. Sadly, in the UK, most salmon and trout are raised on filthy factory farms, confined to dirty tanks or ocean pens where they're prone to lice infestations and denied the opportunity to follow their natural instincts. Often, workers kill them using painful methods such as bludgeoning or cutting their gills without stunning. Fish farming is also terrible for the environment, so promoting it is at odds with Farrow & Ball's commitment to sustainability. Farmed fish are fed chemicals and antibiotics, which contaminate the water.

Of course, [it's not only fish farms that harm animals and the planet](#). On dairy farms, for example, calves are taken from mother cows within 36 hours of birth, causing grief and anguish. Cows raised for dairy may spend their entire lives standing on concrete floors and being fed an unnatural diet that includes other animals, before they're slaughtered at just 5 years old. Your paint colours Au Lait and Skimmed Milk White normalise exploiting cows in this way.

Renaming animal product-monikered paints would be a fun way to appeal to more conscious consumers. Dead Salmon could become Magic Mushroom, Au Lait could become Lait de Coco, and Potted Shrimp – well, you're the expert, but you get the idea!

We hope the Farrow & Ball range will soon be entirely vegan – with Soft Distemper and Casein Distemper also evolving to become animal product-free – but until then, renaming colours that normalise animal abuse is one way to remind others that animals are not food but sentient individuals and members of the delicate ecosystem we all share.

Thank you for your time and consideration.

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS (PETA)
FOUNDATION – a charitable
company limited by guarantee,
with its registered office at
Cannon Place, 78 Cannon Street,
London EC4N 6AF.
Registered in England and Wales
as charity number 1056453,
company number 3135903.

Affiliates

- PETA US
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands



Kind regards,

Yvonne Taylor

Yvonne Taylor
Vice President of Corporate Projects
PETA

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