

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALSTom Ross
CEO
THE PIG

4 September 2024

Via e-mail: tom.ross@thepighotel.com

Dear Mr Ross:

I'm writing from People for the Ethical Treatment of Animals (PETA) to suggest a new future for THE PIG: honour rather than slaughter your namesake by removing all pig flesh from your menus.

Your website says that the company is always looking for ways to reduce its impact on the environment, and taking pig flesh off the menu would certainly fit the bill. Of course, no longer killing and eating pigs would also have a significant positive impact on the pigs themselves – sensitive, playful animals with friendships and preferences.

It's disturbing that the very animals you acknowledge as "sociable" and "down-to-earth" are reduced to mouthfuls of flesh in your restaurants. No pig goes to their death willingly – and the violent, bloody reality of the abattoir is not something you'd want in customers' minds as they set down to dine at THE PIG.

If you look into a pig's eyes, you can see that you are looking at *someone*, not *something*. Many say these animals are smarter than dogs, but what matters is that they undeniably experience joy, sadness, pain, and pleasure, so it's weird and mean to kill them when it's completely unnecessary.

We know THE PIG champions *champignons*, so we suggest using mushrooms for a savoury flavour without any of the butchery and bloodshed that goes with eating pigs and other animals. You could use your locally grown mushrooms, but even if they came from further afield, they're still likely to be more sustainable than locally reared pig flesh.

What would become of the pigs on your property? They can be allowed to live out their lives in peace. What a story! People would come to see THE PIG's pigs – the luckiest pigs in the land. And then, simply stop breeding them. It's not like these pigs are all even mating naturally. For many, the journey from piglet to pork chop starts with artificially inseminating a sow against her will. It's pretty awful stuff.

THE PIG has a golden opportunity to lead the way in creating a kinder and more sustainable future for hospitality by removing pigs (and other animals, while you're at it) from your menus. Better for the planet, better for the sociable pigs, and more enjoyable for your guests – it'd be a really *pig* deal!

Will you consider our proposal? PETA would love to celebrate this positive change with you.

I look forward to your reply.

Kind regards,

Dawn Carr
Director of Vegan Corporate Projects

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