

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Kate Morton
Head of Commissioning and Acquisitions 0-6
BBC

Via e-mail: Kate.Morton@bbc.co.uk

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Dear Ms Morton:

Greetings from People for the Ethical Treatment of Animals (PETA). In light of the exciting news that *Balamory* will be returning in 2026, we have a suggestion that will modernise the show and help teach children a valuable lesson in compassion: make *Balamory* wool-free!

Sheep are intelligent and sensitive individuals who can recognise the faces of at least 50 other sheep and remember 50 images for up to two years! Playful and curious, sheep even wag their tails like dogs do when they're happy. In the wool industry, they're bred to have unnaturally heavy fleeces, which can cause infections, and subjected to [painful mutilations and abuse before being slaughtered at a young age](#).

[An investigation](#) released by PETA, spanning 49 operations across Scotland and England, found routine cruelty in shearing sheds. Workers violently punched sheep in the face, slammed their heads into the floor, beat and kicked them, and threw them off shearing trailers. When the sheep panicked – as prey animals do – the shearers stamped, stood, and knelt on their necks and abdomens.

Wool is also terrible for the planet, driving deforestation, habitat loss, and water pollution, while the UK's more than 30 million sheep release huge amounts of the planet-heating greenhouse gas methane into the atmosphere. We're sure that the new generation of *Balamory* viewers will appreciate the cast sporting animal-friendly clothing – like kilts and jumpers made of plant wool – as a simple but powerful way to educate everyone about how their choices impact the environment.

Thank you for considering making the reboot wool-free. After all, no one wants a *gory story in Balamory*!

Sincerely,

Yvonne Taylor
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