

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Alan Wallish and Perry Jones
Owners, Pure Snorkeling
Marlin Parade, Cairns City QLD 4870

Dear Sirs:

Ahoy from People for the Ethical Treatment of Animals (PETA). I hope this finds you well. As a company built on the beauty of the Great Barrier Reef, we know you'll want to embrace its conservation and any ideas to help ensure the corals and fish who call the reef home are happy and healthy. **That's why we know you'll love this idea: to serve only vegan meals onboard.**

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Queensland's intense [beef industry contributes to the destruction of the reef](#) in several ways. The government cites climate catastrophe— of which animal agriculture is a leading driver— as the biggest threat to the reef. This is partly due to greenhouse gas emissions: Queensland's production of 1.1 million tonnes of beef annually produces huge amounts of methane and nitrogen. In terms of warming potential, these gases are [far more potent than CO2](#) in the short term, which is why the United Nations Environment Program (UNEP) suggests an urgent shift towards plant-rich diets and alternative protein sources.

Clearing bushland to make room for grazing cattle is also a problem. A report from The Wilderness Society found that beef production is responsible for 73% of all land clearing in Queensland and more than 94% in the Great Barrier Reef Catchment Area.

Alongside the environmental destruction caused by animal agriculture is the suffering it brings to the millions of individuals exploited for their flesh, milk, and eggs. Ninety-five percent of chickens and pigs and 80% of cows raised for their flesh in Australia are factory farmed, and all animals raised for food have their throats slit in blood-soaked abattoirs.

Serving only vegan meals onboard your vessel would not only be better for the planet but also future-proof your considerable investment. After all, no one wants to snorkel in a dead reef depressingly void of [fish— who are also sentient, clever individuals](#) who feel pain and emotional distress when killed for their flesh.

We'd happily assign an expert to help you design an animal— and reef-friendly vegan menu and promote your powerful decision. Thank you for your consideration.

Sincerely,

Mimi Bekhechi
Senior Campaigns Advisor to PETA Australia

Entities

- PETA US
- PETA Asia
- PETA India
- PETA Germany
- PETA Netherlands
- PETA Foundation (U.K.)