



Steven Pereira
President, Shire of Christmas Island
George Fam Centre
2 Murray Road,
Christmas Island 6798

17 December 2025

Dear Mr Pereira:

With the annual red crab migration underway on Christmas Island, I'm writing from People for the Ethical Treatment of Animals (PETA) to request the erection of a billboard on Christmas Island to remind people that the crabs we find sweet are no different to the crabs we eat. I've included the proposed artwork below, featuring a Christmas Island red crab and a mud crab with the words "why protect some and eat others?"

Our aim with this advertisement is to highlight and challenge the hypocrisy around eating animals. While the red crabs of Christmas Island are a protected species, and residents go to great lengths to defend them, they're no different, in all the ways that matter, to mud, spanner, and blue swimmer crabs, who are traditionally eaten at Christmas. We hope to prompt more moral consistency when it comes to animals, especially during the festive season when Australians eat a shocking – and entirely unsustainable – *tens of thousands of tonnes* of sea animals.

[Crabs are clever and resourceful](#). They can learn from their mistakes and retain that information, so they don't make the same mistakes again in the future and can expertly adapt to changing cues in their environment. Crabs also have excellent senses of sight, smell, and taste. Like all animals with nerves and an array of other senses, they feel and react to pain when prepared as food. Some are electrocuted; some are chopped up, and others are microwaved—all while they are still conscious. Many crabs fight so hard against a clearly painful death that their claws often break off in their struggle to escape.

Every animal has a distinct personality, and their life is precious. We hope to rely on your assistance in reminding people of this as we enter what should be the season of peace and goodwill to all, regardless of species or subspecies.

Kind thanks,

Mimi Bekhechi, PETA

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Sydney NSW 2002

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PETA.org.au

Entities

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



**WHY
PROTECT
SOME ...**



**... AND EAT
OTHERS?**

**Regardless of their subspecies or protections,
all crabs feel pain and fear when boiled alive.**

PETA

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PETA Australia Pty Ltd
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