

Alex Webb, Director
The Little Burley Market
Queen Elizabeth Terrace, Commonwealth Place
Canberra

31 March 2025

Dear Ms Webb:

Hello from People for the Ethical Treatment of Animals (PETA). We're writing to request that you upgrade your planned Easter egg rolling event to a potato-rolling event. As potatoes are similar in shape to eggs and can be dyed and decorated, this is only a small tweak, but one that would help spare birds from suffering and ensure a more inclusive event for those who avoid eggs for religious, cultural, animal welfare, or environmental reasons.

As a proudly woman-led business, I'm sure you oppose the exploitation of the female reproductive system, but it's the backbone of the egg business. Australians' appetite for 6.9 million eggs a year is met by [selectively breeding and environmentally manipulating](#) hens to lay far more eggs than is natural, between two and three hundred annually. This, coupled with confinement and an unnatural diet, leads to painful cysts, infections, ovarian carcinomas and other reproductive tumours. Sometimes multiple eggs become lodged inside them, and their bones shatter from osteoporosis borne of making hundreds of eggshells.

For us to eat (or roll) eggs, millions of [intelligent hens](#) – who have distinct personalities and cluck to their eggs as a human mother might chat to her unborn baby – are confined to cramped cages or crowded yards for their entire lives, with many never able to stretch their wings, breathe fresh air or see sunshine. After 18 months of constant reproductive exploitation, their exhausted bodies are trucked to slaughter, where their throats are slit.

Half of the chicks hatched into the egg industry never even make it that far. As males can't lay eggs, they're considered useless and are either gassed, tossed into the rubbish to suffocate or [thrown into a high-speed meat grinder](#) – while they're still alive. Don't let "high welfare" labels fool you: "cage-free" allows up to 10,000 hens to be kept per hectare of space, and the RSPCA Australia standard allows for male baby maceration and for birds' beaks to be cut off.

Little Burley Market embraces innovation, and egg rolling is an archaic undertaking. In "starch" contrast, A potato roll is a fresh, fun, "a-peeling" way to reduce animal suffering, teach children empathy and kindness, help the planet, and support Australian potato farmers. We wish you a happy Easter and look forward to hearing from you.

Kindly,



Senior Campaigns Advisor to PETA Australia

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