



PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

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Nathan Butterworth  
General Manager, Perisher Ski Resort  
Perisher Valley  
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Dear Mr. Butterworth:

Hello from People for the Ethical Treatment of Animals (PETA). As you prepare to open for what the Bureau of Meteorology predicts will be one of Australia's warmest winters on record – as well as a potentially poor snow season – we're sure that climate change is on your mind. Given that animal agriculture is one of the leading causes of the crisis, we suggest it's time to evolve the menus at Perisher and go vegan.

Scientists have long warned that animal agriculture helps drive climate change. Ruminant animals like cows and sheep emit huge amounts of methane, a greenhouse gas up to 80 times more potent than CO2 at warming the planet in the short term. Animal farming also drives 79% of Australian deforestation, demolishing valuable carbon sinks and native habitats. The [world's most comprehensive analysis of diet and emissions](#) to date found that vegan diets resulted in 75% less climate-heating emissions, water pollution, and land use than diets that include even 100g of meat daily.

Even with artificial snow, ski resorts stand to lose a lot as temperatures accelerate. Warmer days and unpredictable weather spell shorter ski seasons, less reliable snow, increased costs with lower profits and rainier, rather than snowy, days. CSIRO modelling suggests the Australian ski season could shrink by 80 days a year by 2050. Simply put, the more animals perish for their flesh, the faster Perisher does.

The climate is changing, and so must we. PETA will happily help you shape innovative, delicious, and sustainable vegan menus to help future-proof profits for many ski seasons to come.

With thanks for your consideration,

Mimi Bekhechi  
For PETA Australia

Entities

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