



Marty Zambotto (Go-Jo)

9 May 2025

Dear Marty,

Congratulations from People for the Ethical Treatment of Animals (PETA) on making it to the Eurovision semi-finals! **As the nation's selected star, we're hoping you'll "Go-Vegan-Jo" and become a winner for animals, too, so we've included some delicious vegan milkshakes with this letter. After all, a Dairy-free "Milkshake Man" is the best thing you can be for gentle cows, the planet, and your health.**

Cows and bulls are gentle, clever individuals who form friendships and enjoy playing, like dogs, but they [suffer immensely](#) in the dairy industry. Born into a cycle of abuse, females are repeatedly, forcibly impregnated to keep them making milk. Designed specifically for their babies, this mother's milk is meant to nourish calves and create bonding opportunities for them and their mum—just like human babies—but they never get this chance.

Within days of their birth, calves in the dairy industry are removed from their mothers. Males are usually quickly slaughtered for veal, while the females follow in their mother's grim footsteps. Mother cows bellow in anguish for days after their babies are taken, and many have been filmed [desperately running alongside the trucks whisking their babies away](#). Because of genetic manipulation, excessive milk production often leads to malnutrition, painful udder infections and lameness. At just four years old, cows are trucked to the abattoir where their throats are slit as they cry in fear.

Aside from the cruelty, dairy damages the environment. Because they emit the greenhouse gas methane, each cow in Australia's dairy industry is responsible for more than 4,000 kilograms of carbon dioxide equivalents. Aussie dairy operations also use as much as 40,000 litres of water *per cow*.

In contrast, eating vegan gets "*douze points*" for the planet, reducing an individual's carbon food footprint by up to 73 per cent. Plus, vegans have a lower risk of cardiometabolic diseases and many cancers, and a potentially lower risk of neurodegenerative disorders, including Alzheimer's disease.

An Aussie Eurovision winner is music to our ears, but Go-Vegan-Jo has a nice ring, too! We know these delicious shakes will give you the energy and vitality you need to be "*udderly*" brilliant on stage— and continue to "*milk*" your success well into a kinder, greener future!

Enjoy, and good luck,
Sincerely,

Mimi Bekhechi
Senior Campaigns Advisor for PETA

PEOPLE FOR
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OF ANIMALS

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