



Alan Joyce, CEO
Qantas

22 September 2022

Dear Mr Joyce:

Greetings from People for the Ethical Treatment of Animals (PETA). I'm writing regarding Qantas' recent steps backward for the environment and contradictory messages. This week, you removed vegetarian meal options from select domestic routes. In August, you advertised that customers can now redeem Qantas points at "serious steakhouses" – mere weeks after announcing the addition of vegan meats to plant-based meals on flights. Given the immense detrimental impact of animal agriculture on the environment, **we urge Qantas to make a clear commitment to the planet (and animals) by serving only vegan meals – which everyone can enjoy.**

As such conflicting announcements are being made in close succession, it's hard to believe the addition of vegan meats isn't just tokenistic greenwashing. Were it based on an ethical commitment to moving *away* from environmentally catastrophic practices – from a company that, let's face it, generates more than its share of emissions – Neil Perry wouldn't rush to assure people that Qantas will continue to serve animal flesh.

Ten years ago, adding vegan options to a menu was an innovative step to be applauded. But as we find ourselves hurtling towards a global temperature increase of 1.5 degrees, we can no longer afford to indulge in the same destructive habits – and as habits go, meat consumption is one of the worst for the planet.

Australia's "State of the Environment" report warned that our appetite for animal flesh is destroying the country we call home. With over 340 million hectares (86%) of Australia's agricultural land squandered on grazing, every gram of beef Qantas serves (or promotes) plays a role in the decimation of koala populations and contributes to our nation's greenhouse gas emissions.

Methane, generated in the digestive tract of farmed animals, is up to 80 times more effective at heating the Earth than carbon dioxide in its first 20 years after being emitted. Australia's farmed ruminant animals, a 2021 study found, contribute "[t]hirty percent of the methane released into the earth's atmosphere [by the country] each day ... [m]ore than any other single methane source".

Conversely, a study published in *PLOS Climate* in 2022 concluded that a rapid global phase-out of animal agriculture has the potential to stabilise greenhouse gas levels for 30 years and offset 68% of CO₂ emissions this century – providing half of the reduction needed to limit global warming to 2 degrees.

Qantas can help preserve a livable Earth to explore – but not by hedging your bets. Since animal agriculture globally emits more greenhouse gases (14% to 20%) than aviation (3.5%), it's time for Qantas to unapologetically commit to a future-proof, fully vegan direction.

Thank you for your consideration. I look forward to your response.

Sincerely,

Emily Rice
PETA Australia

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Australia

PO Box 20308
World Square
Sydney NSW 2002

08 8556 5828
Info@peta.org.au
PETA.org.au

Affiliates:

- PETA US
- PETA Asia
- PETA India
- PETA Germany
- PETA Netherlands
- PETA Foundation (UK)

PETA Australia Pty Ltd
ACN – 128209923