



PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

**Brendon Gibson, Partner (Restructuring)**  
**KordaMentha New Zealand**

22 April, 2020

Dear Mr Gibson,

Good morning, I hope this finds you well. I'm writing from the corporate division of People for the Ethical Treatment of Animals (PETA), where I work to foster mutually beneficial relationships that promote vegan food options. As Burger King New Zealand has gone into receivership, we urge you to **take this opportunity to reinvent the chain as a revolutionary, all-vegan business, focused solely on a kinder, more environmentally friendly plant-based menu.**

The past 12 months have brought into sharp focus three major issues, both in New Zealand and around the globe: the climate crisis, world health, and animal rights. A new vegan direction for Burger King New Zealand would address all three concerns and position the chain as a world-leading change-maker.

The detrimental impact of animal agriculture on our planet is now widely recognised. In 2019, researchers with the University of Oxford confirmed [eating vegan is the single best way to help save the planet](#), and the [UN has named meat "the world's most urgent problem"](#). A study published earlier this month found that wildlife species will die out and natural ecosystems will collapse much sooner than originally anticipated, should the climate crisis continue unchecked. Ocean ecosystems are predicted to collapse first, and similar collapses on land in the Amazon, northern Australia, the Congo rainforest, India, Indonesia, and sub-Saharan Africa are predicted as soon as the 2040s.

Nothing has shaken our concept of 'business as usual' like the coronavirus pandemic. As far back as 2016, the UN Environment Programme warned that the "livestock revolution" increases the likelihood of zoonotic disease transmission. The US Centers for Disease Control and Prevention warns that 75% of new or emerging diseases originate in animals. Indeed, since 2004, the world has seen economies hit and lives lost to a plethora of zoonotic diseases: avian and swine influenza, bovine tuberculosis, Ebola, MERS, Nipah virus, SARS – and now, COVID-19, which has claimed over 165,000 lives in just three short months and is poised to wipe trillions of dollars from the global economy.

In addition, animals suffer for meat production on an unimaginable scale. Each year, some 72 billion land animals are slaughtered to meet the global demand for their flesh. This is not even counting sea animals, whose death toll is so high they're measured in the millions of tonnes. Each one of these animals was an individual, just like those with whom we share our homes. Sadly, unlike our companion animals, those bred for meat endure brief, miserable lives in captivity before being sent to their deaths just so people can have a burger.

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Happily, as the Rebel Whopper has proven, you can have a delicious burger without killing, appealing to not only vegans but also those concerned with the issues noted above - and those who simply like the taste. Vegan business is big business, with demand continuing to grow, and the global vegan food market set to reach an estimated \$31.4 billion by 2026.

Receivership need not be negative. Not only is a global shift towards veganism necessary if we wish to make meaningful headway when it comes to avoiding environmental catastrophe and future global health crises, while respecting our fellow animals, it's also simply good business.

We hope Burger King New Zealand seizes this opportunity to reinvent itself as a pioneer by offering a delicious menu that everyone can feel good about - while capitalising on the booming demand for vegan food.

We look forward to hearing from you.

Best wishes,

Emily Rice  
Senior Outreach and Partnerships Manager, PETA Australia

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