



The Honourable Simon Richardson
Mayor of Byron Shire
PO Box 219
Mullumbimby NSW 2482

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Australia

PO Box 20308
World Square
Sydney NSW 2002
Info@peta.org.au

Dear Mr Richardson,

Congratulations on joining the Cities Power Partnership! We at People for the Ethical Treatment of Animals (PETA) know that Byron Shire is a leader when it comes to sustainability, so we have a suggestion that would boost your environmental credentials and help pave the way to a greener future: mandate that all council meetings, functions, and other events serve only vegan food.

As you likely know, animal agriculture is a leading cause of climate change and environmental degradation in Australia and around the world. More than 50 per cent of Australia's greenhouse-gas emissions come from livestock. Farmed animals also use almost one-third of the country's scarce freshwater resources and take up 58 per cent of its land area. Going vegan can more than **halve** a person's dietary greenhouse-gas emissions.

Recently, Germany's environment ministry announced that it would no longer serve any meat at official functions since it wanted to act as a "role model" on environmental and sustainability issues. The UN has also acknowledged that a global shift towards vegan eating is imperative to slow climate change.

As you know, there's a lot at *steak*. Climate change, driven by greenhouse-gas emissions, is already putting coastal communities such as Byron Bay at risk of erosion and flooding.

Whether it's a barbecue or a brunch, vegan meals offer the easiest and most effective way to take a bite out of climate change. As local community leaders, the members of Byron Shire Council must surely set an example, eating as if you mean business, by enjoying only planet-friendly vegan foods during all official events. Not only would this strategy immediately reduce the council's emissions, it would also do so without any cost to ratepayers.

May we hear from you that you're committed to making this small but powerful change?

We are available to provide vegan meal planning assistance and have enclosed some of our vegan starter kits to get you on your way. I look forward to your reply.

Very truly yours,

Ashley Fruno
Associate Director of Campaigns
PETA

Affiliates:

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