



The Honourable Scott Morrison, MP  
Prime Minister of Australia

1 July 2021

Dear Prime Minister:

Greetings from PETA Australia. I hope this message finds you well. We've noticed lately that there's been a lot of talk about introducing various methods for reducing animal-generated methane on farms. It's unsurprising that this is an area animal agriculture is focussed on – after all, as a heat-trapping greenhouse gas, methane is up to 30 times more potent than carbon!

As scientists warn that carbon dioxide and other greenhouse gases must fall by between 25% and 50% to limit global warming to below 2°C, it's little wonder that animal agriculture and governments are scrambling to try anything – from seaweed to vaccines – to limit the sector's methane output.

However, we can't help but notice that by zeroing in on this one problem with meat – when there are so many others – Australia is overlooking the simplest solution: making the transition to a kinder, greener *vegan* future.

**No matter what “solution” is latched onto next, be it tinkering with cows' feed or their microbiomes, it's always only going to be part of the puzzle.**

Beyond methane, meat production is responsible for an [enormous amount of deforestation](#), [which may drive native animals such as koalas to extinction](#). Rising temperatures and [farm waste runoff](#) are damaging oceans and [threatening the precious Great Barrier Reef](#).

Then there's [the immense volume of water](#) diverted to grow feed for, give to, and clean up after farmed animals and the human health concerns that come with meat consumption, such as an increased risk of developing [heart disease](#) and [colorectal cancer](#).

In addition, there's the staggering cruelty behind every single steak, lamb chop, chicken nugget, and bacon rasher. Each is a product of the forced breeding, confinement, and slaughter of sensitive animals, no different in all the ways that matter from those with whom some of us share our homes.

There's no doubt we must act urgently to save the planet, but to seek solutions to stem methane emissions only while ignoring all the other problems humans' lust for flesh creates is no solution at all.

**When it comes to solving the meat problem, it's time to get a clue and go vegan.**

I sincerely hope you give this puzzle some real thought.

Kind regards,

PETA Australia

PEOPLE FOR  
THE ETHICAL  
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