



The Right Honourable Jacinda Ardern  
Prime Minister of New Zealand  
PO Box 18888  
Parliament Buildings, Wellington 6160

14 August 2019

Your Excellency,

Greetings from People for the Ethical Treatment of Animals (PETA). I'm writing today regarding an issue critical to all humans: climate change. As a world leader and a mother, you surely read the recent IPCC report with interest, a sense of urgency, and a desire to resolve to do all you can as an individual to help the Earth avoid a devastating end. **The good news is that the single most effective thing you can do for the planet is go vegan, and we'd like to help you do just that by inviting you to participate in a 30-day, planet-saving vegan challenge.**

We know that you've previously cited a love of cheese as your reason for not going vegan. We'd like to assure you there's a plethora of delicious vegan cheeses on the market and point out that dairy products are terrible for both mother cows and Mother Earth. Gentle, intelligent, and fiercely maternal, cows used in the dairy industry often cry for days after their babies are taken away from them – just so humans can consume their milk instead. The calves, meanwhile, are either forced into the same cycle of breeding and milking as their mums or shot in the head and cut up into pieces of veal.

Raising animals for food leads to catastrophic outcomes. While meat and dairy provide a mere 18% of the world's calories, they utilise a whopping 83% of our planet's farmland and generate 60% of the agriculture industry's greenhouse-gas emissions – predominantly methane, which is 84 times more potent than carbon dioxide in the first two decades after its release.

Thankfully, it's not too late for us to turn things around, and you might be surprised how easy it is to tweak your diet. We'd be delighted to provide you with any resources you might need – top tips for great vegan lunches, where to dine out, delicious recipes to cook at home, and much more.

Let's not leave our children a dying planet. Now is the time for sensible and compassionate leaders like you to take personal responsibility for the future. What do you say? Will you be the change you want to see in the world and give our vegan challenge a go?

We look forward to hearing from you.

Respectfully yours,

Emily Rice  
Outreach and Partnerships Manager

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