



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

Gina Rinehart
Hancock Agriculture
Level 16, 175 Eagle Street,
Brisbane City, QLD 4000

2 July 2025

Dear Ms Rinehart:

Greetings from People for the Ethical Treatment of Animals (PETA). As the ink dries on your purchase of Wirribilla Farm in New South Wales, and because you maintain the ludicrous notion that there is a “good” way to farm animals, we wanted to send you this gift: *The Secret Lives of Animals*. It’s a “children’s book for adults” that can provide accurate information about how animals live—and die—in the farming system.

Those who idealise farm life, romanticising animal abuse and spreading the myth that there’s a “humane” way to raise a thinking, feeling individual to slit their throat, ignore that farm life is anything but “happily ever after” for the animals.

To meet the demand for dairy, cows are confined and forcibly impregnated, only to have baby after baby taken away. Almost 80% of ‘beef’ products in Australian supermarkets come from intensively farmed cows who’ve been fattened up on barren and filthy factory feedlots. Piglets used for bacon are crudely castrated and tail-docked without pain relief, while every one of the [investigations](#) into 117 wool shearing sheds across the world, including Australia, released by PETA, has revealed egregious abuse.

The Secret Lives of Animals is written in simple rhyme, so even someone who thinks saying “happy cattle are healthy cattle” over and over makes farming them anything other than morally abhorrent can read it quickly. Plus, via the sound panel you can hear the screams of anguish animals emit when their throats are slit and they’re dismembered.

No matter the mental gymnastics employed to justify farming them, animals suffer immensely when they’re used for food or clothing. We hope this gift inspires you to start a kinder chapter.

Sincerely,

Mimi Bekhechi

Entities

- PETA US
- PETA Asia
- PETA India
- PETA Germany
- PETA Netherlands
- PETA Foundation (U.K.)