



John Bennett
President
Sydney Royal Easter Show

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Dear Mr Bennett:

I'm writing to you on behalf of People for the Ethical Treatment of Animals – PETA entities have over 9 million members and supporters worldwide. As your event heads into its 201st year, we also enter a crucial time for our planet and every individual who lives here. As such, we have an exciting proposal: **a progressive transition to a fully vegan event and a name change to the Sydney Royal Easter Grow.**

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Instead of hosting cruel, outdated sheep-shearing shows and rodeo events and condoning the sizzling of flesh and guzzling of animals' milk, the new Sydney Royal Easter Grow could exclusively celebrate Australia's hard-working crop farmers and delicious, locally produced vegan fare that's both kinder and greener.

The event could retain some traditional, fun, family-friendly activities, such as the Great Backyard Pumpkin Challenge, but could also feature a vegan sausage-eating contest, a potato-sculpting competition, and a hobby horse race. As well as better supporting Australia's arable and horticultural farmers, the change would help protect the environment by highlighting all the fantastic crops that can be grown in Australia, from mangos to hemp.

Everyone now knows that raising and killing animals for food is not only cruel but also an environmental disaster, requiring massive amounts of land, food, energy, and water while emitting huge quantities of greenhouse gases. In Australia, the red-meat industry contributes around 10% – over 46 million tonnes – of national greenhouse gas emissions. Raising cattle for beef is the nation's leading cause of deforestation – the Sydney Royal Easter Show celebrates an industry responsible for koala habitat destruction, pollinator decline, and coral reef degradation.

PETA has even designed a new logo to match the show's new direction, featuring an adorable mascot, Bazza Banana. Bazza is sure to be loved by children and adults alike. The logo is free for your use.



We hope you'll agree that transforming your event into the **Sydney Royal Easter Grow** would be a great way to move with the times and support sustainable and ethical plant-based agriculture.

Entities

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

PETA Australia Pty Ltd
ACN – 128209923



I'm looking forward to hearing from you.

Sincerely,

Emily Rice
Senior Communications Advisor to PETA Australia

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