



Sarah Hosking
Chief Executive Officer
Cancer Council NSW

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Via e-mail: prteam@nswcc.org.au

Australia
PO Box 20308
World Square
Sydney NSW 2002

Dear Professor Hosking:

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PETA.org.au

Greetings from People for the Ethical Treatment of Animals (PETA). While many Australians might not have been ready to hear your message, we wanted to applaud you for urging people to “ditch the ham sandwich” as part of your Healthy Lunch Box initiative.

In fact, we’d like to offer you the use of our powerful “Smoking Baby” ad (attached), which draws a parallel between the increased cancer risk associated with smoking and that posed by eating processed meats. Please consider hanging this as a banner outside your Dowling Street office – if you do, we’ll celebrate by providing Cancer Council NSW staff with free vegan ham sandwiches!

As you know, research indicating an increased cancer risk associated with processed meat isn’t new. In 2015, the World Health Organization classified processed meats as a group one carcinogen, the same group as smoking and asbestos.

Of course, ham (and any other meat) is not only unhealthy but also awfully cruel. People may like to fool themselves that the lives of pigs used for their flesh are happy, but they are, in fact, miserable and tragically short. Ninety per cent of the 6 million pigs slaughtered each year in Australia are intensively or factory farmed.

Animal-derived products are also terrible for the planet: animal agriculture is responsible for up to 20% of global greenhouse gas emissions, including methane – a greenhouse gas up to *80 times more potent* than carbon dioxide at trapping heat in the atmosphere. And pork is a thirsty industry, requiring 5,988 litres of water to produce each kilogram of flesh.

In short, ham has no place in a healthy diet – nor in a sustainable or kind lifestyle. We hope our ad can serve as a striking reminder.

Thank you for your time and consideration.

Kindest regards,

Emily Rice
PETA

Affiliates:

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

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