



Endemol Shine Australia  
42–44 Victoria Street  
McMahons Point NSW 2060

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The producers of *MasterChef Australia*:

As the grand finale of the current season of *MasterChef Australia* approaches, we – People for the Ethical Treatment of Animals (PETA) – are writing to offer a suggestion: use aprons that accurately reflect the impact of the show's relentless promotion of flesh-based meals on animals and the planet.

We've taken the liberty of providing an artist's impression of the new apron design, which features blood spatter, bloodied handprints, and scorch marks, as well as replacing the "M" for "MasterChef" with a "D" for "DisasterChef".



Power aprons, golden aprons, pressure test aprons .... We know your franchise is big on meaningful aprons. So we'd like to propose the addition of the "accurate apron". The blood spatter represents the thousands of cows, sheep, pigs, crustaceans, fish, and other animals who have been violently slaughtered to make the dishes featured on your show as well as those made by home chefs working from recipes housed on the 10Play website, which features over 15 years of MasterChef episodes. The handprints symbolise that every time contestants

use eggs or dairy in recipes, there is blood on their hands.

To feed Australia's appetite for flesh, between 500 million and 700 million individual land animals are slaughtered each year – a figure that doesn't include sea animals, who are slaughtered in such high numbers that the figure is recorded in tonnes. In the Australian egg industry, male chicks, deemed waste products because they cannot lay, are gassed or ground up while still alive just a few days after hatching. In the dairy industry, cows are forcibly impregnated repeatedly only for their babies to be torn away from them – and all so that humans can consume a mother's milk meant for her baby. If the calf is female, she will likely follow in her mother's sorrowful footsteps. Male or "bobby" calves, meanwhile, are slaughtered for veal within two weeks of birth.

Of course, animal agriculture is not only cruel but also environmentally destructive. The scorch marks on the apron symbolise the huge contribution that raising animals for food makes to the climate catastrophe. Greenhouse gases, such as methane, have an immense warming effect, while clearing land to make way for grazing animals is the leading cause of habitat loss and one of the main threats to native species, such as the now-endangered koala.

We hope you'll consider our innovative apron design for the final on Sunday. Better still, why not do animals and the planet a favour and make the next season of *MasterChef Australia* vegan?

Yours faithfully,

Emily Rice  
PETA

PEOPLE FOR  
THE ETHICAL  
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OF ANIMALS

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