



7 May 2020

Dear Mr Sims,

Good morning, I hope this message finds you well. I'm writing from People for the Ethical Treatment of Animals (PETA). Following the news that production will soon begin to return Polly Waffles to Aussie supermarket shelves, we'd like to propose a way to make the nostalgic treat healthier, better for the environment, and kinder to animals: making it vegan.

As you no doubt have seen, demand for vegan foods is growing at an astounding rate. Already this year, we've seen iconic Australian products such as [Drumstick](#) ice creams, [MILO](#) malt drink, and [Four'N Twenty](#) pies appear in vegan form to positive media coverage and public applause. The reasons for this are many and varied, including increasing opposition to cruelty to animals on farms, health considerations, and concerns about environmental issues – including water shortages.

Cows in the dairy industry suffer immensely from birth. Every year in Australia, around 400,000 male calves born to cows on dairy farms endure a long, stressful journey to the abattoir to be killed for veal when they're still under 30 days old. Meanwhile, female calves will follow in the sad footsteps of their mothers – they're repeatedly forcibly impregnated and relentlessly milked, until they're considered "spent" and slaughtered at around 4 years old.

As for human health, approximately 65% of people have a reduced ability to digest lactose after weaning and many live with a dairy allergy, which can be fatal. Dairy consumption has also been linked to an increased risk of suffering from prostate, lung, breast, or ovarian cancer.

Replacing the cows' milk in your chocolate with a plant-based alternative would also benefit the environment. Cows and other ruminant animals are responsible for 66.3% of the greenhouse-gas emissions generated by Australian agriculture. Additionally, each of the 1.65 million cows in our country's dairy industry drinks up to 85 litres of water per day while lactating – which I'm sure you'll agree is far from ideal, especially as we face droughts that drive catastrophic bushfires. And as the United Nations has highlighted that a global shift towards vegan eating is necessary to combat the worst effects of climate change, Robern Menz's decisions regarding its product ingredients will either help or hurt our planet.

With all the information above now easily accessible and widely shared, it's no wonder more and more people are demanding vegan alternatives – or that savvy companies are clamouring to provide them.

The global vegan food market is expected to be worth more than US\$24 billion by 2025, a trend driven largely by millennials – the same demographic most excited to see Polly Waffles relaunched. We urge Robern Menz to bring back this iconic product as a greener, kinder chocolate bar whose return *everyone* – including cows – will celebrate.

I look forward to hearing from you.

Kindest regards,

Emily Rice  
PETA Australia

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