



To: Joe Kelly, CEO, Sydney Roosters  
From: Emily Rice, Outreach and Partnerships Manager, PETA Australia

Via e-mail: [joek@sydneyroosters.com.au](mailto:joek@sydneyroosters.com.au)

Dear Mr Kelly,

I hope this message finds you well. I'm writing regarding a new PETA Asia investigation into Australia's largest chicken-meat producer, Baiada, which produces the Steggles brand. We're sure you'll be appalled by the findings, and we hope you'll reconsider Steggles' sponsorship of the Sydney Roosters. After all, this sponsorship serves as one giant ad for the meat brand, and you'll no doubt agree that the cruelty revealed by this investigation is not in line with your team's values of integrity and fair play.

**Please take a moment to watch the video exposé here.** The eyewitness footage shows 13 workers picking up chickens and bashing them against metal railings and other hard surfaces. Some birds were slammed against the rail as many as seven times. Most of the blows were so hard that the eyewitness, who stood up to 4 metres away, could hear the impact through ear plugs or headphones and over the noise of the plant machinery. Workers can also be seen punching shackled birds in the head, and one threw a single chicken into the shackles 12 times.

The eyewitness also documented that chickens were thrown up to 4 metres and that two workers tore the heads off fully conscious chickens. One worker even remarked that he preferred working in live hanging because he could "just start smashing birds" there. In all, the eyewitness documented the egregious abuse of chickens by at least 21 workers. Some of these incidents occurred just a few metres from CCTV cameras that, according to workers, are monitored intermittently by management.

Additionally, live hangers described doing "too many drugs" outside work, including "a lot of cocaine", DMT, "mushrooms", "blue triangles [and] green supermans" (forms of ecstasy), and marijuana. **During the investigation, someone affiliated with PETA Asia notified Baiada of the abuse, but afterwards, the eyewitness neither saw any change in workers' behaviour nor heard anything from the abattoir.**

There's no excuse for such blatant disrespect for life, and we sincerely hope you'll take a meaningful stance against this appalling cruelty towards the gentle, intelligent birds who grace your players' uniforms. We urge you to show them the compassion they deserve by reconsidering your association with a company whose workers have treated them so inhumanely.

Kind regards,

Emily Rice  
Outreach and Partnerships Manager

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