



Clayton Ries and Brett Davis
Owners, The Guildford Hotel

08 April 2025

Dear Mr Ries and Mr Davis:

Greetings from People for the Ethical Treatment of Animals (PETA). We read with interest about your decision to offer Guildford Hotel patrons a discount on steak in the wake of Trump's tariffs on Australian beef. Since your objective is to help Australian farmers and address the cost of steak, we suggest offering *vegan* steaks instead. **After all, plant farmers also need support, and, regardless of whether it costs consumers more or less, cow flesh *always* costs animals their lives.**

In many ways, cows are just like big puppies. They're clever individuals who like to play and form close bonds, even having "best friends" whom they miss when separated. There are dozens of videos online showing happy rescued cows romping with their friends, playing with balls, and snuggling with those they love. Despite this, almost 8 million cattle are killed for their flesh in Australia annually.

Most Aussies object to factory farming, but nearly 80% of Australian cows killed for beef are "intensively farmed" on feedlots, a form of factory farming that sees the animals confined to dirty outdoor stalls, mired in their own waste—and often the rotting corpses of their dead pen mates—and denied even basic needs, like shelter from the elements and a natural grass diet. At under two years old, a tenth of their natural lifespan, cows are prodded onto slaughter trucks for gruelling journeys to slaughterhouses, where they are hoisted up by their back leg, shot in the head with a captive bolt, and have their throats slit.

Conversely, wheat—which is used to make delicious seitan steak—harms no one, helps Aussie farmers, and is better for the planet than beef. Like all ruminant animals, cows produce enormous amounts of greenhouse gas methane, which has a staggering 80% more warming potential than CO2 in the first 20 years after its release. Australian animal farming is also the leading cause of deforestation, driving habitat loss for many Australian native animals, including the now-endangered koala.

Cows care about their friends, their babies, and their lives – but they don't care whether their dead flesh is sold at a 10% discount. For animals and the environment, we hope you will embrace the animal-free future of meat.

Sincerely,

Senior Campaigns Advisor
PETA Australia

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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