



The Hon Matt Kean MP
GPO Box 5341
Sydney NSW 2001

31 August 2020

Dear Mr Kean,

Greetings from People for the Ethical Treatment of Animals (PETA). I hope this finds you well. We applaud your ambitious commitment to doubling New South Wales' koala population by 2050 and would like to suggest a simple way you can personally make a difference for koalas (and other animals) *and* help curb climate change: **by taking PETA's 30-day vegan pledge.**

Land clearing, drought, and ever-hotter summers as a result of climate change are among the biggest drivers of koala population decline – and you can have a positive impact on all three, simply by eating vegan.

As you know, the state Legislative Council's study on koala populations and habitat found that "the fragmentation and loss of habitat poses the most serious threat to koala populations in New South Wales". In Australia, around 54% of land – a mind-boggling 4 million square kilometres – is occupied by grazing animals and just 23% is earmarked for conservation. Nearly half of the country's total land mass is dedicated to grazing farmed animals on native vegetation.

The "Land Cover Change in Queensland" report revealed that approximately 93% of land cleared in that state in 2017 and 2018 was assigned to "pasture". That's about 400 million potential koala homes felled to make way for cows who would be slaughtered for their flesh or exploited for their milk. Another report found that land in the Sunshine State was being cleared at a rate of an area the size of the Gabba every three minutes. That's a lot of destruction for "products" we don't need – especially when healthy and delicious alternatives abound.

Animal agriculture is one of the leading causes of climate change, and combined, the top five meat and dairy corporations are responsible for more greenhouse-gas emissions than Shell, ExxonMobil, or BP. The evidence is clear: we must make major changes to our diets in order to survive – and *you* hold an immense amount of power on your plate.

We know you don't shy away from a challenge when it comes to the planet and the animals with whom we share it. We have enclosed a vegan cookbook to help you make the switch. So, what do you say – will you turn your hand to some koala-friendly vegan recipes for a month?

We look forward to hearing from you!

Yours faithfully,

Emily Rice
PETA Australia

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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