



PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

The Hon Gladys Berejiklian  
Premier of New South Wales

22 September 2020

Dear Premier,

Greetings from People for the Ethical Treatment of Animals (PETA). I hope this message finds you well. We'd like to thank you for committing to the Koala Habitat Protection State Environmental Planning Policy to ensure that koalas are given a fighting chance to rebuild their numbers in New South Wales. **As recent events have shown that you're passionate about koala conservation, we'd like to suggest a powerful way you can help them and other animals: taking PETA's 30-day vegan pledge.**

Recent debate over the impact of land clearing on koalas has highlighted the threat that logging – including for animal agriculture – poses to them and other native species. Felling trees to accommodate pasture and feed crops, combined with drought, ever-hotter summers, and devastating bushfires, is exacerbating the decline of koala populations – and some experts warn that they'll be extinct by 2050. Happily, we can help turn the tide 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.

New South Wales is home to 4.7 million cows (in stark contrast to an estimated 40,000 koalas), and 35.9% of land is used to graze farmed animals. Along with the palm oil plantations of Brazil and Indonesia, the north-west of the state has been named a deforestation hotspot owing to its high land-clearing rate. Of its agricultural land, some 68% is used to raise cows and sheep for their flesh, milk, or wool, whereas just 15% is devoted to growing vegetables, fruits, and tree nuts.

Such destruction is unconscionable: animal agriculture is one of the leading causes of land clearing and the greenhouse-gas emissions that cause climate change – an exacerbating factor in bushfires, and all these problems are killing koalas. Meanwhile, healthy and delicious plant-based foods require less land and water to produce than animal-derived ones.

Scientists warn that we must make major changes to our diets in order to avoid climate catastrophe and protect biodiversity. As both the premier and a resident of New South Wales, you hold an immense amount of power in choosing what to put on your plate.

Australia

PO Box 20308  
World Square  
Sydney NSW 2002

08 8556 5828  
Info@peta.org.au  
PETA.org.au

Affiliates:

- PETA US
- PETA Asia
- PETA India
- PETA Germany
- PETA Netherlands
- PETA Foundation (UK)

PETA Australia Pty Ltd  
ACN – 128209923

The events of 2020 have proved you don't back down from a challenge, and no challenge could be more worthwhile and timely than pledging to eat vegan for a month. We hope you'll fulfil your commitment to koalas by taking us up on it.

We look forward to hearing from you.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Emily Rice', followed by a period.

Emily Rice  
PETA Australia