



Jessica Ducrou and Paul Piticco
Co-Founders
Splendour In The Grass

26 July 2022

Dear Ms Ducrou and Mr Piticco:

Hello from People for the Ethical Treatment of Animals (PETA). I hope this letter finds you well. We thought it was a shame that extreme weather put a damper on Splendour '22. Sadly, damaging weather events are indicative of the wider global climate catastrophe. While it's easy to feel powerless, there's actually something powerful that Splendour In The Grass *can* do: **turn the festival vegan as a means of minimising its climate footprint.**

Raising and killing animals for food contributes heavily to the many serious environmental problems our planet is facing, including extreme weather patterns that cause heavy rains. This month, the Australian government released its ["State of the Environment" report](#), which, aside from containing dire warnings for the nation, indicted animal agriculture as a major culprit responsible for deforestation. Over 86.5% of Australian land used for grazing is for ruminant animals who generate the greenhouse gas methane, which is up to 80 times more potent for heating the Earth than carbon dioxide for the first 20 years after being emitted.

Serving only vegan food is the simplest, most effective thing Splendour can do to help mitigate the effects of the climate catastrophe. Individuals who switch to vegan meals reduce their food-related carbon emissions by up to 73%.

Of course, it's not just the planet that would benefit if Splendour went green. Each vegan saves the lives of nearly 200 animals a year. Given that, like us, all animals are individuals who feel pain and fear and that they're savagely slaughtered at just a fraction of their natural life expectancy in the cruel human food system, imagine the tremendous positive impact Splendour would have if only vegan food were served at the festival.

We know that Splendour offers vegan options, but only a 100% plant-based policy can ensure the event is for true "Enviro Bosses". In addition to doing your part for the planet, you'd be in great company: the Golden Globes, the Met Gala, and the Academy Awards have all turned to plant-based menus for the environment.

Thank you for your consideration. I'd love to meet with you about this important subject when you're available.

Kind regards,

Emily Rice
PETA Australia

PEOPLE FOR
THE ETHICAL
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OF ANIMALS

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