



Bradford Banducci
Managing Director and CEO
Woolworths Group
PO Box 8000
Baulkham Hills
NSW 2153

8 February 2023

Dear Mr Banducci:

I hope this letter finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) to urge Woolworths to remove the misleadingly happy-looking animal figures (which include a cow and a chicken coop with hens and eggs) from your new "Bricks Farm" collectible toy set, because the idyllic scene misrepresents the reality of life for farmed animals, who endure suffering and violence.

While we're happy to see produce farming in the spotlight, which encourages children to eat a range of fresh fruit and vegetables, the glorification of exploiting animals for food is misleading. Without the addition of a companion "Bricks Slaughterhouse" or "Bricks Live-Export Ship" set, the toy can't possibly be "encouraging families to learn about where food comes from", as your promotion claims, because huge steps in the process of animal agriculture are being omitted.

As one of the nation's largest suppliers of animal body parts, Woolworths knows better than anyone that the quaint picture of farm life painted by this set is inaccurate and lacking the crucial aspect of what really happens to animals between factory farms – which look nothing like the toy set, and account for more than 70 percent of the world's meat – and people's plates. In Australia, hens whose egg production has dropped are considered "spent" and are either killed and buried on-site or transported to a slaughterhouse, where their throats are slit. Male chicks are ground up alive at just a few days old.

Cows on dairy farms are repeatedly forcibly impregnated, and their calves are taken away from them. They are slaughtered at a fraction of their natural lifespan. Some 2.5 million cows are killed for their flesh in Australia each year, and 600,000 more are sent to suffer aboard live-export ships.

We appreciate Woolworths' vegan options, but if we're going to get ahead of climate catastrophe and give animals the respect they deserve, we need companies like yours leading the way towards a wholly plant-based future.

Thank you for your time and consideration.

Mimi Bekhechi
Campaigns Advisor
PETA

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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