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Jun 01 Historic Victory! PETA Settles With KFC Canada

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If I were to list the most interesting experiences I've had in my 26 years of life, I'd say that eating a meal of vegan fried chicken with the president of KFC Canada at the PETA HQ—in the midst of our bitter five-year battle with the chicken chain—would make the top 10.

That was back in December. Six months later, I'm happy to report that our bread-breaking (along with negotiations, dozens of e-mails and phone calls, and a meeting in Toronto that preceded my "chicken" dinner with KFC Canada) was successful: PETA has officially ended our Kentucky Fried Cruelty campaign in Canada. Our decision came with an agreement from KFC Canada (which operates separately from KFC elsewhere) to drastically improve conditions for its chickens.

For one thing, KFC Canada has agreed to purchase 100 percent of its chickens—through a phase-in program—from suppliers that use **"controlled-atmosphere killing" (CAK)**, the least cruel method of bird slaughter available. CAK works by replacing birds' oxygen with a mixture of nonpoisonous inert gasses to gently put them "to sleep." It may sound horrible—because **killing animals for a fleeting taste sensation** always is—but for animals killed for food, it's a 180° turnaround. Gone will be the days of broken bones, **abuse by workers** (because with CAK, workers never handle live birds), electric shocks, and live throat slitting and scalding.

KFC Canada has also agreed to improve conditions for animals on farms and encourage its suppliers to move away from the cruelest breeding and farming practices, as well as forming an animal welfare advisory council. The company will also allow PETA to review its animal welfare audit forms every six months.

But I haven't even gotten to the best news yet. That vegan fried-chicken meal that I ate with the KFC Canada head honcho in December might not be his last. Per our agreement, KFC Canada will now be adding a vegan chicken item to 461 of its 711 stores. That means that 65 percent of KFCs in Canada will now have a totally cruelty-free option (ask for the item, called the Classic Vegetarian Sandwich, in a wrap and with no mayo to make it vegan). Not too paltry, huh? (Get it?)

As for our campaign against KFC, it continues in full force everywhere else. In fact, I **sent a letter** to the CEO of KFC's parent company, Yum! Brands, today urging him to make the same changes that KFC Canada has made.

To everyone who helped make this historic victory happen by staging protests, writing letters, and forwarding videos (among other things), I'll leave you with the words of Margaret Mead: "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

To everyone who has yet to help: Lend a hand by logging on to **KentuckyFriedCruelty.com** and signing our petition urging KFC to improve animal welfare worldwide.

—Matt

Posted by Matt Prescott, Assistant Director of Corporate Affairs

Comments

it goes to show that PeTA.. along with all other kind hearted supporters fighting and struggling for animal welfare/rights.. really can make a difference..!
Super kudos to you all!.. let's just hope this is just the start or beginning of a further line of other food chain suppliers.. (who yes we know.. require unwavering relentless constant reminding and/or urging) who are or will be prepared to make a change for hte better for animals!

yeah!

Posted by: gemma | [June 1, 2008 04:01 PM](#)

It will be a victory when no dead chickens are served at KFC.
Hopefully vegan chicken is not cooked with the dead chickens who suffered a cruel death.

Posted by: Ana | [June 1, 2008 04:22 PM](#)

Congratulations on this victory. It's a major step forward for farmed birds everywhere. :) Keep up the good work, PETA!

Posted by: Rachel A | [June 1, 2008 05:40 PM](#)

Excellent news. I especially like the "100 percent" CAK aspect and the animal welfare audit reviews.

The Classic Vegetarian Sandwich sounds good. This not only paints KFC Canada in a better light with Canuck veg*ns, but KFC quite possibly could also gain a new customer demographic.

Posted by: Mike Quinoa | [June 1, 2008 06:25 PM](#)

As a Canadian I am very happy about this news. We all know the world will not become vegetarian overnight, so anything that will reduce the suffering of animals killed for food is welcome in my books.
I hope KFC everywhere else in the world will follow suit. Let's keep the pressure on KFC.

Posted by: NT | [June 1, 2008 06:45 PM](#)

Great news! I hope YUM will follow suit.

Posted by: Becca | [June 1, 2008 06:55 PM](#)

I'd like to hear people keep saying how PETA accomplishes nothing. This is truly fantastic news! Now I wonder how long before KFC in the US catches on...

Posted by: Heather | [June 1, 2008 07:09 PM](#)

This is great news!
I swear if the US KFC's would have the veggie chicken meal I would be so *there*.

That is what I like alot about Burger King, the choice of the veggie burger (and it's *good*, too)

Posted by: Tamara | [June 1, 2008 10:02 PM](#)

OMG this is so awesome! I have worked so hard on the KFC campaign, i feel so relieved that it they have given in and have talked with PETA, and are improving the lives of thier chickens! Tears are comign to my eyes lol, I have spent so many hours fighting for this change, it feels so good to see change happening! I can't wait for the vegan item at the KFC, though it will feel wierd to eat from there after all the boycotting! I also have to get rid of my Kentucky Fried Cruelty Tee-Shirt lol! Thank you to every PETA Canadain Activist, this is such an awesome moment!!!

Posted by: [Brendan E.](#) | [June 1, 2008 11:44 PM](#)

Great!

Posted by: [Tajinder Singh](#) | [June 2, 2008 12:28 AM](#)

This is so incredible!! I'm so excited that things have started somewhere. Even though it's not here within our own country, it's a great example for the rest of the world. I'm not a vegetarian but I do try whenever I can and I have cut down on my meat consumption by a lot. I am really big when it comes to animal cruelty though, I don't eat KFC and I don't eat any MARS product either. This is a great success for PETA and every one of it's supporters out there. Hopefully I can get myself to give up meat little by little!!

Posted by: Brian | [June 2, 2008 01:08 AM](#)

What wonderful news! Thank you Peta.
There's a distinct flicker of light at the end of the long tunnel my feathered babies!

Posted by: lynda downie | [June 2, 2008 01:25 AM](#)

People are not going to stop eating meat, but improving the conditions the animals live in is a big step forward.. good job. :)

BTW: I think the meatless chicken sandwich is not only good for vegetarians, but perhaps also for people looking for less fat in their diet.. would like to try one when they come out.

Posted by: Cory | [June 2, 2008 04:49 AM](#)

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