

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

April 6, 2020

Linda van Rees, CEO
The Honey Baked Ham Company, LLC

Dear Ms. van Rees,

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 6.5 million members and supporters worldwide, with an idea that would help your company make a favorable impression this Easter—add vegan ham, such as [Tofurky's All Vegan Ham Style Roast](#), to your product line.

Today's health-conscious and animal-friendly customers want vegan options—according to a 2018 poll released by [GlobalData](#), the number of Americans who identify as vegan has grown by 600% in recent years. Offering healthy, tasty plant-based dishes has been a [successful business model](#) for restaurants across the country. Fast-food chains such as Carl's Jr., Dunkin', Denny's, and many others are offering vegan options, which are proving to be quite popular. Even companies like Tyson, Hormel, and Smithfield are adding vegan meats to their product lines. Vegan ham would be an excellent option for customers who don't want to support factory farming or are concerned about their health.

In this time of uncertainty about the COVID-19 pandemic, we can all do our part to stop the next outbreak before it even starts, because dangerous diseases have often been traced back to the use of animals for food—in fact, the animals most frequently connected to viral outbreaks in humans are pigs and chickens. Factory farms crammed full of stressed animals who spend their entire lives among their own feces are breeding grounds for more of these deadly outbreaks.

PETA would love to support exciting vegan options, such as a line of maple-glazed vegan hams, by promoting them to our millions of members and supporters. Please let us know that you'll consider this idea.

Kind regards,

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