

I'm Jacqueline Sadashige with People for the Ethical Treatment of Animals (PETA). The demand for vegan foods is skyrocketing. Sanderson Farms should get on the vegan bandwagon to prevent cruelty to animals—especially since footage from a Sanderson hatchery shows chicks being ground up alive—and animal-borne diseases.

Factory farms and slaughterhouses are breeding grounds for the pathogens that cause bird flu, swine flu, and COVID-19. The filthy, crowded conditions and frenzied kill lines make virus transmission nearly unavoidable. Tens of thousands of slaughterhouse workers have tested positive for COVID-19, and hundreds have died.

Producing vegan meats makes good business sense. Analysts predict that the vegan meat market will continue to thrive at a compound annual growth rate of nearly 20%. One study notes a 454% increase in sales last March compared with a year before.

So, when will Sanderson make the business-savvy decision to produce only vegan meat?