

2021 Kraft Heinz Company Annual Meeting Question

Hi. I'm Mary Robles, and I'm here on behalf of People for the Ethical Treatment of Animals. It's no secret that the demand for vegan meat was soaring even before the pandemic—but ever since slaughterhouses became COVID-19 hotspots, consumers have had all the more reason to avoid animal-based meat. By shifting Oscar Mayer's product range toward vegan meat, the Kraft Heinz Company can help prevent future pandemics and bolster its bottom line.

Factory farms and slaughterhouses are breeding grounds for animal-borne pathogens, including the viruses that caused COVID-19, swine flu, and bird flu. The filthy, crowded conditions and high-speed kill lines that force workers to stand shoulder to shoulder make transmission nearly unavoidable. Tens of thousands of slaughterhouse workers have tested positive for COVID-19, and hundreds have died.

Two years ago, Kraft Heinz invested in coconut-based yogurt, vegan protein bars, and a handful of other forward-thinking, plant-based startups. Investing in vegan meat not only supports a healthy, ethical, and eco-friendly future but also makes good business sense—valued at \$3.3 billion in 2019, the market is forecast to expand at a compound annual growth rate of nearly 20% through 2027, so now is the time to take action. When will the Kraft Heinz Company spare animals, protect human health, and meet rising consumer demand by producing exclusively *vegan* Oscar Mayer hot dogs?