



August 20, 2015

Alan Brown
President
Iowa State Fair Board

Dear Mr. Brown,

Greetings from PETA. We were delighted to hear that the Iowa State Fair held a Vibrant Vegan competition this year. As the number of people choosing to eliminate animals from their diets skyrockets—including more than 12 percent of millennials, who are already committed vegetarians—your decision to hold a competition that encouraged participants to create delicious vegan dishes is much appreciated.

On behalf of our more than 3 million members and supporters, including thousands across Iowa, I'm pleased to let you know that we'll be sending you a "First Place" blue ribbon in the mail to recognize the Iowa State Fair for promoting vegan eating through this competition. You can display it at future state fair events.

Compassionate fairgoers truly welcome this showcase of vegan main dishes and desserts, and your efforts also save animals from suffering on factory farms as well as during transport and at slaughter.

Sincerely,

Tracy Reiman
Executive Vice President

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THE ETHICAL
TREATMENT
OF ANIMALS

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