

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

July 19, 2021

The Honorable Gavin Newsom  
Governor of California

Dear Gov. Newsom:

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) and our 646,000 members and supporters across the state of California regarding our dire drought. Residents are being asked to reduce their home water consumption voluntarily by 15%, while animal agriculture is sucking the state dry—that's like asking a person with lung cancer to smoke fewer cigarettes or an alcoholic to cut down to two beers a night. But there *is* something meaningful that can be done, and it's on the radar screen of every scientist studying our changing climate: Vegan eating—a change that everyone is capable of making—reduces a person's diet-related water consumption by 60%. If you're serious about minimizing water consumption and mitigating the effects of the drought, then with all due respect, please set an example by going vegan and encourage other Californians to do the same.

According to the Pacific Institute, 47% of California's water-use footprint comes from meat and dairy farming. The water used to produce 1 pound of beef is the equivalent of taking 180 showers. Dairy factory farms are also sucking the life out of cows *and* our water reservoirs and aquifers, because just two slices of cheese require 55 gallons of water—enough to fill 440 glasses—to produce. It takes an estimated 683 gallons of water to produce 1 gallon of cow's milk but only 13 gallons of water to produce 1 gallon of oat milk. So going vegan and asking your constituents to follow suit would be the most effective and genuinely helpful things that you could do to reduce the impact of this drought.

Any serious discussion about water conservation must include an honest evaluation of the animal agriculture industry. PETA will gladly make vegan starter kits available to every California resident to jump-start the effort. Thank you for your consideration.

Respectfully yours,

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