



February 22, 2022

Roger H. Chen, CEO  
Tawa Supermarket, Inc.

Dear Mr. Chen:

Greetings from People for the Ethical Treatment of Animals—PETA entities have more than 9 million members and supporters globally, and PETA U.S. is the world's largest animal rights organization.

We appreciate that 99 Ranch Market offers a wide variety of popular vegan essentials, including plant-based snacks, groceries, and canned goods, in its product line. We hope to continue to steer customers seeking these products toward 99 Ranch Market. We've sent you these humanely harvested coconuts in the hope of finally *cracking open* a dialog about reconsidering your business relationship with Chaokoh, a brand implicated in a recent PETA Asia investigation into the use of monkeys kept chained for life—some with their teeth removed and many illegally taken from the forests—in Thailand's coconut industry.

PETA Asia's investigation revealed that Chaokoh is part of an industry using cruel training methods to force monkeys—often driven insane from being deprived of everything that's natural and important to them—to climb trees and knock down coconuts. Please visit [PETA.org/Coconuts](https://peta.org/Coconuts) to watch some of the undercover footage.

More than 34,000 stores, including Albertsons, Target, Kroger, and Wegmans, have stopped selling products from Chaokoh. Luckily, plenty of brands use coconuts that were picked by willing human tree-climbers or they plant dwarf coconut trees that don't require climbing. We'd be happy to provide you with a list of the brands that don't use monkey labor.

We hope you will act swiftly to remove cruelly sourced coconut products from your shelves. **May we please hear from you soon?**

Very truly yours,

Ingrid Newkirk  
President

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

Washington  
1536 16th St. N.W.  
Washington, DC 20036  
202-483-PETA

Los Angeles  
2154 W. Sunset Blvd.  
Los Angeles, CA 90026  
323-644-PETA

Norfolk  
501 Front St.  
Norfolk, VA 23510  
757-622-PETA

Info@peta.org  
PETA.org

Entities:

- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Switzerland
- PETA Netherlands
- PETA Foundation (U.K.)