

2022 Starbucks Annual Meeting Question

Hi. I'm Jacqui Sadashige, and I'm speaking on behalf of People for the Ethical Treatment of Animals.

Starbucks CEO Kevin Johnson claims that the company wants to “give more than we take from the planet” and has acknowledged that cow's milk is the chain's biggest contributor to its carbon footprint. Yet the company still charges extra for environmentally and animal-friendly vegan milk. Cow's milk generates around three times more greenhouse-gas emissions and uses nine times more land than vegan options do. It takes 628 liters of water to produce 1 liter of cow's milk, while producing oat or soy milk requires 90% less water.

Starbucks claims to value “challenging the status quo and . . . holding ourselves accountable.” Words have to mean something. Starbucks recently dropped the surcharge on vegan milk in the U.K., so my question, then, is, when will Starbucks drop its vegan milk upcharge globally and stop penalizing its customers by charging more for climate- and animal-friendly vegan milk?