

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

January 11, 2024

Mark Zuckerberg
Founder and CEO
Meta

Dear Mr. Zuckerberg:

You have the unfortunate reputation of seeing everything and everyone in the world as yours for the taking. We understand that now you're raising cows so that you can kill and eat them. We ask that rather than callously exploiting these feeling, smart animals, you set an example for your daughters and others of kindness, empathy, environmental awareness, and an understanding of how eating meat harms human health by rethinking this cockamamie project and sending these gentle animals to a sanctuary. You, of all people, seem to have more money than sense or sensitivity.

In these times of war, climate catastrophe, and increasing polarization, our world needs people who are in the public eye and have ample resources to show compassion and respect for life, not to act as though everything and everyone were there to be used in whatever way they wished. All life on Earth is in jeopardy if meat production is not curtailed. And every animal is *someone*, not *something*, with their own unique personality and perspective. If we hope to be enlightened individuals, we must see animals for who they are, and to help with that, we're sending you a copy of PETA's new Empathy Kit (a digital version can be downloaded [here](#)) to read and share with your family. We hope you'll conclude that the cows you plan to slaughter and put into your stomach are individuals who feel love, grief, pain, joy, and fear and who value their lives just as you value yours.

Perhaps it's not callousness—perhaps you don't know that cows mourn the deaths of their loved ones and shed actual tears when they suffer the loss of someone they care about. They're devoted mothers who form deep bonds with their calves, and their calves with them. Mother cows cry out in despair after their young are taken away and sold to veal or beef farms. We assume that you care about *your* children, too, so we urge you to think about this same love and scrap this project, which teaches them all the wrong lessons about animals and normalizes violence and exploitation.

Please also consider the planet your daughters will inherit: Study after study confirms that raising and killing animals is an environmental catastrophe. The U.N. states that a global shift toward vegan eating is *vital* to combating the worst effects of the climate crisis, and we know that eating vegan foods is the best thing anyone can do for animals, the environment, and their own health.

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

If you argue against these facts, it can only be from a purely selfish point of view. There is no justifiable argument to be made other than, "I want to do it and I can, so I shall, no matter the consequences for others."

Very Truly Yours,

A handwritten signature in black ink, appearing to read "Ingrid Newkirk". The signature is fluid and cursive, with a prominent initial "I" and a long, sweeping underline.

Ingrid Newkirk
President