



PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

April 12, 2024

The Honorable Phil Murphy  
Governor of New Jersey

Dear Governor Murphy:

Greetings! I'm writing on behalf of People for the Ethical Treatment of Animals—PETA entities have more than 9 million members and supporters globally, including almost 167,000 in New Jersey—to ask that you implement a statewide tax on meat as part of the NJ PACT to help curb meat consumption, which contributes in a big way to public health risks, including the ongoing climate catastrophe and disease outbreaks. By placing a “sin tax” on meat, the Garden State would take an important step toward addressing the worst effects of animal agriculture’s impact on the environment. Let me explain.

The shocking link between climate change and animal agriculture has been extensively documented. A recent analysis by a team of international scientists found that massive reductions in meat and dairy consumption are essential for avoiding the worst effects of the climate catastrophe.

Public support for a tax on meat is at an all-time high: A recent poll found that more than a third of Americans, including 62% of Gen Z, would support a 10% meat tax to slash consumption. A meat tax would help pay for clean-up in areas polluted by animal agriculture, assist farmers with transitioning away from animal-based agriculture, and increase access to healthy plant-derived foods in communities that need them the most. It would also encourage vegan eating, which can—according to a recent study by the University of Oxford—reduce a person’s food carbon footprint by 73%. New Jersey taxes the sale of cigarettes, alcohol, and gasoline due to their adverse health and environmental consequences. It’s past time to do the same for meat.

If the state enacts a meat tax, PETA would be glad to help its residents learn more about healthy vegan options. We would supply free vegan starter kits that could be placed in City Hall, post offices, libraries, schools, and other public buildings around the state.

I hope to hear that New Jersey will take this important step toward truly addressing the causes of the climate catastrophe. We look forward to your response.

Sincerely,

Tracy Reiman  
Executive Vice President

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