



May 22, 2025

Charles W. Kaspar
Director
The Food Research Institute
University of Wisconsin-Madison

Dear Dr. Kaspar,

Thank you in advance for your time. I am writing on behalf of People for the Ethical Treatment of Animals—PETA entities have more than 9 million members and supporters globally. **Based on the information described below, we urge the Food Research Institute (FRI) at the University of Wisconsin-Madison to stop conducting and funding tests on animals, given that: 1) 15 of FRI's corporate sponsors, after hearing from PETA, have either pulled funding completely or redirected/restricted their sponsorship to FRI's new animal test-free fund; and, 2) government regulators have recently announced groundbreaking new initiatives to transition away from animal testing.**

As we have explained previously, numerous studies show that animal testing is unscientific and does not advance public health or safeguard food safety. It is no secret that 95% of new medications found to be safe and effective in animals fail in human clinical trials.¹ Also, more than 90% of results from basic scientific research—much involving animal testing—fails to lead to treatments for humans.² Further, up to 89% of all preclinical research, a large part of which involves animal testing, could not even be reproduced from one laboratory to the next,³ indicating that the data from animal testing is not reliable. Additionally, you'll be interested to learn that U.S. regulatory agencies have recently announced plans to phase out animal testing, in alignment with PETA's Research Modernization NOW, which is an evidence-based strategic framework for modernizing research toward human-relevant methods:⁴

- The Food and Drug Administration (FDA) announced on April 10, 2025, a "groundbreaking step to advance public health by replacing animal testing in the development of monoclonal antibody therapies and other drugs with more effective, human-relevant methods," in an effort to

¹ National Center for Advancing Translational Sciences. New Therapeutic Uses. November 5, 2024. <https://ncats.nih.gov/research/research-activities/ntu>

² Pound P, Bracken MB. Is animal research sufficiently evidence based to be a cornerstone of biomedical research?. *BMJ*. 2014;348:g3387. Published 2014 May 30. doi:10.1136/bmj.g3387

³ Freedman LP, Cockburn IM, Simcoe TS. The Economics of Reproducibility in Preclinical Research [published correction appears in *PLoS Biol*. 2018 Apr 10;16(4):e1002626]. *PLoS Biol*. 2015;13(6):e1002165. Published 2015 Jun 9. doi:10.1371/journal.pbio.1002165

⁴ PETA. Research Modernization NOW. November 2024. <https://www.peta.org/wp-content/uploads/2025/01/Research-Modernization-NOW-Biomedical.pdf>

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"improve drug safety and accelerate the evaluation process, while reducing animal experimentation, lowering research and development (R&D) costs, and ultimately, drug prices."⁵

- The Environmental Protection Agency (EPA) announced on the same day, April 10, 2025, that it is "wholly committed to getting the agency back on track to eliminating animal testing," referencing the agency's prior commitment "to reducing testing on mammals by 30% by 2025 and to eliminate it completely by 2035."⁶
- The National Institutes of Health (NIH) announced a major new initiative on April 29, 2025, "to expand innovative, human-based science while reducing animal use in research."⁷

FRI can and should follow the agencies' lead. Globally, moving away from animal testing is also a shared goal by international regulators, and consumers and industry leaders support this move too.^{8,9} Additionally, that 15 of FRI's corporate sponsors, after hearing from PETA, have either pulled their funding to FRI completely or redirected/restricted their sponsorship to FRI's new animal test-free fund, titled "Food Research Institute Programmatic (Non-animal) Support Fund," indicates a strong desire by industry to move away from such cruel and wasteful animal testing.¹⁰ The list of these aforementioned FRI sponsors includes AmeriQual Group, Campbell Soup Company,^{11,12} The Coca-Cola Company,^{11,12} Dairy Industries (Jamaica),^{13,14} Eurofins, Fresh Innovations,^{11,12} Good Foods Group, Great Lakes Cheese Company, Jones Dairy Farm, Kerry Group, Old Fashioned Cheese, PepsiCo,^{11,12} Sensient Technologies,^{11,12} Tribe 9 Foods,¹⁵ and Winona Foods. Good Foods Group made the compassionate decision to pull its funding to

⁵ US FDA. FDA Announces Plan to Phase Out Animal Testing Requirement for Monoclonal Antibodies and Other Drugs. April 10, 2025. <https://www.fda.gov/news-events/press-announcements/fda-announces-plan-phase-out-animal-testing-requirement-monoclonal-antibodies-and-other-drugs>

⁶ The Washington Times. Zeldin to pursue new ban on animal testing at EPA. April 10, 2025.

<https://www.washingtontimes.com/news/2025/apr/10/epa-chief-lee-zeldin-eyes-ban-animal-testing/>

⁷ NIH. NIH to prioritize human-based research technologies. April 29, 2025. <https://www.nih.gov/news-events/news-releases/nih-prioritize-human-based-research-technologies>

⁸ PETA. Letter to Charles W. Kaspar. April 28, 2023. <https://www.peta.org/wp-content/uploads/2025/05/PETA-to-FRI-re-animal-testing.pdf>

⁹ Accenture. Majority of Consumers Buying From Companies That Take A Stand on Issues They Care About and Ditching Those That Don't, Accenture Study Finds. December 5, 2018.

<https://newsroom.accenture.com/news/2018/majority-of-consumers-buying-from-companies-that-take-a-stand-on-issues-they-care-about-and-ditching-those-that-dont-accenture-study-finds>

¹⁰ PETA. Victory! Food Research Institute Creates New Animal-Free Fund After Hearing From PETA. November 13, 2024. <https://www.peta.org/blog/victory-soup-and-soda-makers-say-sayonara-to-cruel-experiments-on-animals/>

¹¹ World Today News. Success: Coca-Cola, PepsiCo and other companies end funding for cruel animal testing at the urging of PETA USA. November 14, 2024. https://www.world-today-news.com/success-coca-cola-pepsico-and-other-companies-end-funding-for-cruel-animal-testing-at-the-urging-of-peta-usa/#google_vignette

¹² One Green Planet. Five Major Companies End Support for Animal Testing at Food Research Institute. November 15, 2024. <https://www.onegreenplanet.org/animals/five-major-companies-end-support-for-animal-testing-at-food-research-institute/>

¹³ Jamaica Observer. PETA lauds Dairy Industries Jamaica for supporting animal-free research. March 24, 2025.

<https://www.jamaicaobserver.com/2025/03/24/peta-lauds-dairy-industries-jamaica-supporting-animal-free-research/>

¹⁴ Our Today. Dairy Industries Jamaica among three to end funding for animal tests after PETA push. Mar 16, 2025.

<https://our.today/dairy-industries-jamaica-among-three-to-end-funding-for-animal-tests-after-peta-push/>

¹⁵ Press Release Point. Tribe 9 Foods Cuts Funding for Barbaric Animal Tests After Push From PETA. December 17, 2024. <https://www.pressreleasepoint.com/tribe-9-foods-cuts-funding-barbaric-animal-tests-after-push-peta>

FRI after hearing from more than 28,000 PETA supporters,¹⁶ and we're currently urging Wegmans Food Markets¹⁷ to follow suit. We're also currently in discussions with many more of FRI's sponsors, and it appears to be only a matter of time before all of them stop supporting FRI's animal testing.

You can contact me directly via e-mail at FrancesC@peta.org. Thank you for your consideration of this important issue, and I look forward to your response.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Frances Cheng'.

Frances Cheng, Ph.D.
Chief Scientist, International Laboratory Methods
Laboratory Investigations Department

¹⁶ PETA. Victory! Good Foods Cuts Support for Cruel Animal Tests After PETA Push. March 28, 2025. <https://www.peta.org/action/action-alerts/good-foods-group-supports-institutes-deadly-baby-monkey-tests-take-action/>

¹⁷ PETA. Tell Wegmans Food Markets to Stop Supporting an Institute that Has Paid to Suffocate, Sicken, and Slice Open Animals. n.d. <https://support.peta.org/page/82836/action/1>