

June 18, 2009

Gregg L. Engles
CEO
Dean Foods Company

1 page via fax: [REDACTED]

Dear Mr. Engles:

I am writing on behalf of People for the Ethical Treatment of Animals (PETA) and our more than 2 million members and supporters with a suggestion regarding the closure of the PET Dairy facility in Portsmouth, Va. We'd like to lease the facility from you and turn it into a Cow Empathy Museum. In addition to creating jobs for some of the 100 people affected by the plant's closing, the museum would convert a building built upon cruelty into a tribute to compassion and kindness.

The Cow Empathy Museum would have educational displays that highlight interesting facts about cows, including that they form social hierarchies within their herds and have the capacity to worry about the future and that mother cows who have been separated from their calves will go to great lengths to reunite with them. Visitors would learn that like all mammals, cows only produce milk during and after pregnancy, so in order for humans to constantly milk them, cows are forcefully impregnated every nine months. After several years of living in filthy conditions and being forced to produce 10 times more milk than they would naturally, their exhausted bodies are turned into hamburgers or ground up for soup.

Visitors to the museum would also be able to participate in a variety of interactive displays, including being hooked up to a milking machine or crammed into a crate to simulate the life of a calf raised for veal. What does dairy have to do with veal? Because male calves can't produce milk, dairy farmers take them from their mothers immediately after birth and sell them to veal farms. There, the calves endure 14 to 17 weeks of torment chained inside crates so small that they can't even turn around.

Delicious soy-cheese pizza, soy ice cream treats, and other tasty vegan foods will be available at the Cow Empathy Museum's restaurant. And as a gift from PETA, each visitor 12 years old or younger will receive a plush toy cow with a tag reading, "Cows Are Cool! Dump Dairy!"

We hope you'll take us up on our offer and "milk" this opportunity for all it's worth so that together, we can give mother cows and their babies a break. Thank you for your consideration.

Sincerely,



Tracy Reiman
Executive Vice President



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

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AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS