



PETA

PEOPLE FOR THE ETHICAL
TREATMENT OF ANIMALS

501 FRONT ST.
NORFOLK, VA 23510
Tel. 757-622-PETA
Fax 757-622-0457

PETA.org
info@peta.org

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Gary Slater
Manager and CEO
Iowa State Fair 2009

1 page via fax: [REDACTED]

Dear Mr. Slater,

On behalf of People for the Ethical Treatment of Animals (PETA) and our thousands of members and supporters across Iowa, I'd like to suggest a compassionate alternative for your statue honoring the late 'King of Pop,' Michael Jackson. Michael donated to many children's health charities in the hopes of providing a healthier future for kids. In tribute to his passion, please don't promote artery-clogging dairy products to children by using butter for the statue. Instead, we suggest that you use dairy-free Earth Balance, a healthier "buttery" spread, or another vegan butter alternative.

Independent research from top institutions has linked dairy products to numerous health problems, including diabetes, allergies, acne, and prostate and breast cancer. The late Dr. Benjamin Spock, America's leading authority on child care, spoke out against feeding dairy products to children, saying that it may play a role in anemia, allergies, and juvenile diabetes and in the long term, set kids up for obesity and heart disease—America's number one cause of death. While butter is packed with artery-clogging cholesterol, Earth Balance—because it contains no animal products—has none.

Animals would also benefit from the switch to Earth Balance. To maximize milk production, cows are artificially impregnated over and over. 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. And the notoriously-cruel veal industry could not survive without the dairy industry. Because male calves won't be able to produce milk, they are of no use to the dairy industry. Farmers take them from their mothers immediately after birth and sell them to veal farms, where they often endure weeks of torment chained inside enclosures so small that they can't even turn around.

Making the statue out of cruel and unhealthy dairy products is simply a "bad" idea. In honor of Michael's concern for kids' health, please use dairy-free butter for the statue—we're sure you'll find that you can't "beat it."

Sincerely,

Tracy Reiman
Executive Vice President

AN INTERNATIONAL
ORGANIZATION DEDICATED
TO PROTECTING
THE RIGHTS OF ALL ANIMALS