

September 2, 2009

To: Madonna, c/o Liz Rosenberg

From: Michelle Cho

Via e-mail: [REDACTED]

Dear Madonna,

I hope that this finds you and your family well. We're writing today after learning that you requested 110 pounds of kosher meat for the last two performances of your "Sticky and Sweet" tour in Tel Aviv.

Contrary to what some believe, the cows who are killed for kosher beef are not killed humanely. PETA undercover investigators have documented horrible cruelty at the largest glatt kosher slaughterhouse in the world, including cows who were writhing in agony more than three minutes after their throats were cut and their tracheas ripped out. Cows killed for beef sold in Israel are treated no better. Most imported kosher beef sold in Israel comes from Uruguay, where PETA investigators exposed how cattle are violently tackled to the ground using the cruel "shackle and hoist" method. Israel's Ashkenazi Chief Rabbi Yona Metzger, after watching PETA's video, called the "shackle and hoist" method "primitive" and Dr. Temple Grandin—the world's leading expert on farmed animal welfare and a consultant to the meat industry said:

The methods used to restrain cattle in this plant were atrocious. Shackling, hoisting, and holding the fully conscious animal down with four people is a barbaric way to handle cattle in a modern slaughter plant. This is total animal cruelty.

Immediately after the slaughter cut, the cows are painfully dismembered, while still fully conscious. Please take a few minutes to watch our undercover investigation here: http://www.petatv.com/tvpopup/video.asp?video=uruguay_kosher_slaughter_web_12_20_07&Player=flv.

We hope that you found this information helpful and will explore the many benefits of vegetarianism—the only truly humane way of eating. If we can be of any assistance, please contact me at [REDACTED], extension [REDACTED], or [REDACTED].

Sincerely,



Michelle Cho
PETA