

Dear Mr. Cotant:

On behalf of People for the Ethical Treatment of Animals (PETA) and our thousands of members and supporters in Idaho, I am writing with an offer that would ameliorate some of your school's budget concerns while improving the environment, boosting students' health, and saving animals. Inspired by teacher Jeb Harrison's clever promotion with a local restaurant, we'd like to offer Pocatello High a semester's worth of recycled paper emblazoned with our "Meat's Not Green" logo (see attached).

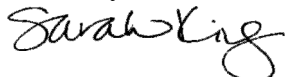
Students are increasingly concerned about the environmental crisis that they are inheriting. Our "Meat's Not Green" campaign aims to educate kids and adults and show them that the best way to help the planet is to go vegetarian. Please consider the following:

- A recent U.N. report determined that raising animals for food generates more greenhouse-gas emissions than all the cars, trucks, SUVs, ships, and planes in the world *combined*.
- The report declares that the meat industry is "one of the top two or three most significant contributors to the most serious environmental problems, at every scale from local to global. The findings of this report suggest that it should be a major policy focus when dealing with problems of land degradation, climate change and air pollution, water shortage and water pollution and loss of biodiversity. Livestock's contribution to environmental problems is on a massive scale ...."
- Researchers at the University of Chicago determined that switching to a vegan diet (no meat, eggs, or dairy products) is 50 percent more effective in countering climate change than switching from a standard American car to a hybrid.

In addition, every vegetarian saves more than 100 animals a year from the routine abuses of the meat industry—such as confining mother pigs to cages too small to turn around in and drugging chickens to grow so large that their legs often become crippled under their own weight. And according to the American Dietetic Association, vegetarian diets are appropriate for kids and adults alike, and vegetarians are less prone to heart disease, certain types of cancer, diabetes, and obesity than meat-eaters are.

This plan would bring much-needed relief to your school's budget, to the planet, and to animals. Please contact me so that we can get started. Thank you for your consideration.

Sincerely,



Sarah King  
Director