

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

January 10, 2020

Kevin Johnson, CEO  
Starbucks

Dear Mr. Johnson and the Board of Directors,

On behalf of People for the Ethical Treatment of Animals (PETA) and our 6.5 million members and supporters worldwide, we respect your efforts to help the environment by converting to strawless cups. However, given the climate change–fueled wildfires in California and now Australia, the fires in the Amazon, and the floods and drought brought about by climate change, we ask Starbucks to stop incentivizing people to make the environmentally devastating choice of consuming cow's milk over plant-based milks by upcharging customers 60 to 80 cents more for plant-based options.

Last September, in an interview for *Harvard Business Review*, Mr. Johnson, you said that you leverage data to inform business decisions. Allow me to share some dire facts. Climate change is linked conclusively to animal agriculture. Greenhouse gases are released at nearly every stage of milk production, disrupting weather, temperatures, and the health of our ecosystem. *Starbucks is undermining its commitment to reducing its environmental impact by selling cow's milk.* It may cost less, but the price for the planet is too high. The dairy industry doesn't just poison the atmosphere—manure from dairy farms contaminates groundwater, rivers, and streams and creates "dead zones" in the oceans where no life can survive.

The most responsible move would be to stop selling cow's milk altogether, but, *at the very least*, you should stop the vegan milk upcharge that penalizes customers for caring about their health, cows' lives, and the climate crisis and makes a mockery of your mission statement of "challenging the status quo." The status quo is no longer sustainable, and the world is on fire in part because of the practice of raising and killing billions of animals each year for meat and dairy. May we hear from you?

Sincerely,

Ingrid Newkirk  
President  
PETAWashington, D.C.  
1536 16th St. N.W.  
Washington, DC 20036  
202-483-PETALos Angeles  
2154 W. Sunset Blvd.  
Los Angeles, CA 90026  
323-644-PETANorfolk  
501 Front St.  
Norfolk, VA 23510  
757-622-PETABerkeley  
2855 Telegraph Ave.  
Ste. 301  
Berkeley, CA 94705  
510-763-PETAInfo@peta.org  
PETA.org

## Affiliates:

- PETA Asia
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