



April 3, 2015

The Honorable Edmund G. Brown Jr.
Governor of California

1 page via fax: 916-558-3160

Dear Governor Brown:

I am writing as a California resident on behalf of People for the Ethical Treatment of Animals (PETA), which has an office in Los Angeles as well as hundreds of thousands of members and employees across the state, regarding our dire drought and subsequent mandatory water restrictions. Given the massive discrepancy in the amount of water required to produce meat and dairy products as compared to plant-based foods, any honest discussion about water conservation must include restrictions on those industries. If you're serious about ending this critical water shortage, I urge you to reduce California's meat and dairy production by at least 25 percent and imposing a ban on dairy and meat consumption in California state institutions.

Burdening California families and issuing fines to local water suppliers while continuing to sustain and subsidize a large animal-agriculture sector suggests that these industries, which are largely to blame for depleting California's dwindling water supply, are exempt from water conservation efforts. It's irresponsible to restrict water to local homes, businesses, and schools while allowing its free flow to the water-intensive production chains of the meat and dairy industries. As you may know, the production of a single pound of beef requires more than 1,500 gallons of precious water. Thirsty feed crops such as alfalfa are among the largest water users in California—yet they are cultivated to feed cattle, not California's residents.

We also urge you to ban serving meat and dairy products in California state institutions. Requiring that food vendors remove meat and dairy products from their menus would set a positive example for the rest of the state to follow. Every Californian who follows your lead and goes vegan would reduce his or her diet-related water consumption by 600 gallons of water per day and save countless animals from cruel rearing practices, transportation, and slaughter.

Any discussion about water conservation must include a long, hard look at animal agriculture. The United Nations states that a global shift toward a vegan diet is necessary to combat the worst effects of climate change, many of which we are experiencing firsthand in California. I'm sending you a copy of PETA's vegan starter kit and would gladly make this resource available to state institutions and every household in California.

Respectfully yours,

Tracy Reiman
Executive Vice President

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OF ANIMALS

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