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### Letter from Henry Spira to Mike Quinlan

Henry Spira

*Animal Rights International*

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# Animal Rights International

July 23, 1992

Mike Quinlan  
Chairman, CEO  
McDonald's Corporation  
McDonald's Plaza  
Oak Brook, IL 60521

Dear Mr. Quinlan:

I'm in receipt of McDonald's letter dated May 12, 1992 (copy enclosed). Apparently there is some misunderstanding on your part about what McDonald's had agreed to do when representatives from The American Society for the Prevention of Cruelty to Animals (ASPCA), Peter Lovenheim and I met with your then General Counsel and Executive Vice President Donald P. Horwitz at the ASPCA on February 27, 1989.

We had requested that McDonald's investigate the effect of factory farming on the animals whose meat and eggs McDonald's serves, and that McDonald's use these findings to encourage their suppliers to develop and implement less stressful and less painful methods of raising these animals. The initial focus was to be on laying hens and broilers, to see what improvements could be made to take into account the animals' physical and psychological well-being.

Mr. Horwitz agreed that McDonald's would survey its suppliers in the USA and Canada and assess its experience in Europe, where legislation sets some standards for the care and housing of animals raised for food. At the meeting, Mr. Horwitz further stated that this research would not be done as an end in itself, but rather that McDonald's research would be a guide to further action.

Mr. Horwitz contacted his suppliers and, as a result, felt the need to overcome distrust by initiating a dialog between the animal ag sector and advocates for reform. That was the rationale for the Farm Animal Well-Being Workshop on November 15, 1990, sponsored by McDonald's and its suppliers.

We appreciate Mr. Horwitz's initiative. However, given McDonald's vast resources, and the fact that McDonald's, for example, serves up more than one billion eggs and more than half a

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**ANIMAL RIGHTS INTL (ARI): COALITION TO ABOLISH THE LD50 and DRAIZE TESTS. COALITION FOR NONVIOLENT FOOD**  
Box 214 • Planetarium Station • New York, NY 10024

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Coordinator: Henry Spira. Consultant: Peter Singer. Advisory Committee: Victoria Alippe, Roger A. Caras, Sonie Cortis, John A. Hoyt, Paul G. Irwin, Holly Jensen, Sid and Helaine Lerner, Linda W. Petrie, Gus W. Thornton, D.V.M., Georgia Tillinghart, Jeanne Waller, Palmer Wayne.  
Science Advisor: Andrew N. Rowan, B.Sc., M.A., D.Phil. Legal Advisor: Elinor Moibegott, Esq.  
In Memoriam: Leonard Rack, M.D., Founding Science Advisor.

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July 23, 1992

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billion pounds of beef a year, McDonald's obviously has the responsibility and the means to honor its original commitment, which went beyond a one-day workshop.

Intensive factory farming practices not only cause pain and suffering to animals but also have a negative impact on the environment and on consumer health. And it is within McDonald's capability to set standards of corporate social responsibility, to promote the well-being of the public, farm animals, and our planet.

All this said, I'm writing this letter for the purpose of setting up a meeting with you to discuss how McDonald's will fulfill the commitment that was made at our meeting of February 27, 1989.

I'll call you shortly to confirm a meeting date.

Sincerely,

Henry Spira  
(212) 873-3674  
FAX: (212) 721-5264

cc: Shelby Yastrow