

PAMELA ANDERSON

20 April 2022

Dear Member of Parliament:

Namaste!

While I spend much of my time between California, US, and British Columbia, Canada – regions suffering from wildfires and other climate change–related problems – I’ve loved India ever since I participated in *Bigg Boss* and adopted my beloved dog companion Pyari, who was found at a construction site in Mumbai. So, it worries me that the Intergovernmental Panel on Climate Change has warned India will suffer from more frequent and intense heat waves, severe rainfall, and other extreme weather conditions due to climate change if global emission trends don’t change.

That’s why today, in advance of Earth Day, I’m writing to you on behalf of my friends at People for the Ethical Treatment of Animals (PETA) India and enclosing a methane offset starter kit. As an honorary director of PETA US, I’ve been helping to distribute these kits there, too. Each one contains greenhouse gas emissions–slashing vegan (non-animal derived) foods, including SOFIT Soya Drink, Gooddot’s Vegicken Curry Kit, Gooddot’s Eggless Bhurji kit, Goodmylk’s vegan mayo, Urban Platter’s Cheddar Cheeze Powder, and a Gowma vegan leather card holder. I hope these products will inspire you to encourage green, vegan living in your constituency.

India has the world’s largest cattle population for dairy – even though three out of four Indians are lactose intolerant. According to a study by the Indian Institute of Technology–Delhi and the Deenbandhu Chhotu Ram University of Science and Technology, Murthal, India’s cows and buffaloes, who often end up as leather accessories, contribute an estimated 98% of methane emissions from animals reared for food in India. The same researchers warn that methane produced by animals raised for food in India can significantly raise global temperatures. Methane is more than 25 times stronger than carbon dioxide at trapping heat in the atmosphere.

What’s more, University of Oxford researchers found that cutting out meat and dairy products can reduce an individual’s carbon footprint from food by up to 73%, making it conceivably the single biggest way to reduce our impact on the planet as individuals. These researchers also found that a global switch to a vegan diet could save 8.1 million lives by 2050, reduce greenhouse gas emissions by 70%, and lead to healthcare-related savings of up to US\$1 trillion per year. It could also avoid climate-related damages of US\$1.5 trillion.

Meanwhile, a “Pulse of the Fashion Industry” report published by Global Fashion Agenda and the Boston Consulting Group in partnership with the Sustainable Apparel Coalition ranked leather as the most polluting material used in fashion.

For all these reasons and more, will you please join me – and the 5 million vegans in India – in pledging only to eat environmentally friendly vegan foods from now on? The United Nations has said that a global shift to vegan eating is *required* to combat the worst effects of climate change, as animal agriculture alone is responsible for nearly *one-fifth* of all human-induced greenhouse

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gas emissions. I hope you will please also pledge to be leather-free and consider developing ways to encourage vegan living in your constituency.

Thank you for your time and consideration. You can reach me via Dr Kiran Ahuja of PETA India at KiranA@petaindia.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Pamela", with a large, sweeping flourish above the name.

Pamela Anderson