

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS
INDIA

PETA India
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July 15 2025

Deepak Iyer
Executive Vice President and President, AMEA
Mondelēz International

Dear Mr. Iyer,

Thank you in advance for your time. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) India and our more than 2 million members and supporters. **Based on the information presented below, we urge Mondelēz to ban all tests on animals unless explicitly required by law and request a virtual meeting to discuss [this urgent matter](#).**¹

Despite implementing a limited animal testing ban after hearing from PETA US in 2018, Mondelēz left a glaring loophole in its policy, allowing animal tests under the guise of advancing “fundamental knowledge in nutritional science.”² The company publicly claims that it does not test its products on animals, yet its policy allows it to continue to fund sickening “nutritional science” experiments that have no relevance to human health, such as the following:³

- Force-feeding mice feces from obese women and a diet high in saturated fat, then killing them;
- Force-feeding human feces to mice, feeding them a chemical and a diet high in saturated fat, then killing and dissecting them;
- Force-feeding human feces and glass beads to mice and feeding them a diet high in saturated fat; and,
- Feeding rats a mixture of chips, crackers, and candies; force-feeding them glucose; and repeatedly taking their blood.

These experiments concern common food ingredients. Given there is no toxicity concern, researchers could have safely conducted these studies on humans, which, unlike other animals, would yield clinically relevant results. Also, advanced *in vitro* and computational models are widely used for researching the mechanisms and safety of the effects of food on human health. Indeed, the US National Institutes of Health (NIH) just announced that it is “adopting a new initiative to expand innovative, human-based science while reducing animal use in research.”⁴

PETA US also sent Mondelēz a scientific critique of its animal testing practices, which outlines the weaknesses and redundancies of these animal experiments,

Entities:

- PETA US
- PETA Asia
- PETA France
- PETA Australia
- PETA Germany
- PETA Switzerland
- PETA Netherlands
- PETA Foundation (UK)

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Plot No 13, Community Centre
Preet Vihar, New Delhi
Delhi 110092

¹ PETA India. Animals Force-Fed Feces and Sliced Open—Urge Oreo Maker to End Cruel Experiments. n.d. <https://secure.petaindia.com/page/163383/action/1>

² Mondelēz International. Animal Testing. n.d.

<https://www.mondelezinternational.com/snacking-made-right/esg-topics/animal-testing/>

³ PETA. References. n.d. <https://www.peta.org/action/references/>

⁴ NIH. NIH to Prioritize Human-Based Research Technologies. April 29, 2025. <https://www.nih.gov/news-events/news-releases/nih-prioritize-human-based-research-technologies>

especially in microbiome-related studies.⁵ Importantly, the European Food Safety Authority, the US Food and Drug Administration, the Food Directorate of Health Canada, and others do not require or accept studies on animals as standalone evidence in order to make health claims.

More than 128,000 concerned consumers have contacted Mondelez through public action alerts from PETA India,⁶ PETA US,⁷ PETA UK,⁸ PETA France,⁹ PETA Netherlands,¹⁰ PETA Australia,¹¹ PETA Germany,¹² PETA Latino,¹³ and PETA2,¹⁴ calling for a comprehensive animal testing ban. The reputational and brand risks of continuing to conduct or fund these tests—including grotesque and unnecessary procedures such as force-feeding animals human feces—are growing by the day, and consumers don't want to support this.

More than 400 food and beverage companies and brands—including Ferrero and Unilever—have joined PETA's Eat Without Experiments program,¹⁵ committing to ban all animal tests not explicitly required by law after discussions with PETA. Mondelez can and should do the same.

You can contact me via e-mail at aaggarwal@petaindia.org. Thank you for your consideration of this important matter, and I look forward to your response.

Sincerely,

Dr Anjana Aggarwal
Science Policy Advisor
PETA India

⁵ PETA. Scientific Critique of Mondelez's Basic Nutrition Animal Experiments. January 24, 2020. <https://www.peta.org/wp-content/uploads/2025/04/critique-of-Mondelezs-animal-experiments.pdf>

⁶ PETA India. Animals Force-Fed Feces and Sliced Open—Urge Oreo Maker to End Cruel Experiments. n.d. <https://secure.petaindia.com/page/163383/action/1>

⁷ PETA. Animals Force-Fed Feces and Sliced Open—Urge Oreo Maker to End Cruel Experiments. n.d. <https://support.peta.org/page/75390/action/1>

⁸ PETA UK. Urge Oreo Maker to Stop Paying for Experiments on Animals. n.d. <https://secure.peta.org.uk/page/161449/action/1?locale=en-GB>

⁹ PETA France. Demandez au fabricant de Côte d'Or d'arrêter de financer des tests sur les animaux. n.d. <https://secure.petafrance.com/page/162196/action/1?locale=fr-FR>

¹⁰ PETA Nederland. Roep de Oreo-fabrikant op om te stoppen met het betalen voor dierproeven. n.d. <https://secure.peta.nl/page/165938/action/1>

¹¹ PETA Australia. Urge Oreo Maker to Stop Paying for Experiments on Animals. n.d. <https://secure.peta.org.au/page/161472/action/1?locale=en-AU>

¹² PETA Deutschland. Mondelez: Jetzt Tierversuche des Oreo-Herstellers stoppen! November 20, 2024. <https://www.peta.de/aktiv/mondelez-tierversuche/>

¹³ PETA Latino. Animales alimentados a la fuerza con heces: actúa contra los experimentos del fabricante de Oreo. n.d. <https://support.petalatino.com/page/76025/action/1?locale=es-ES>

¹⁴ PETA2. Oreo: Stop Cruel Tests on Animals. n.d. <https://action.peta2.com/page/75966/action/1?locale=en-US>

¹⁵ PETA. 'Eat Without Experiments' Program. n.d. <https://eatwithoutexperiments.peta.org/>

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