

Greetings

With reference to the article "Le bon marche" to be found in the Latest issue of Taste and the observation that Foie Gras is of the finest French fare, the following:

I am somewhat surprised and deeply saddened to note that WW has Promoted Foie Gras in a positive light and furthermore included it in the list of 'what to bring back'. Foie Gras is produced by force-feeding birds; It is not possible to enlarge the liver to the extent required without causing severe suffering of some 40 million birds annually. I must stress there is no such thing as cruelty-free Foie Gras. The livers of wild ducks and geese may expand up to twice their expansion as found in forced-feeding production.

The practice of force feeding birds for Foie Gras is equivalent to forcing a 68kg person to eat 27.2 kilos of food a DAY for 16 to 21 days before slaughter, if they do not die beforehand. (reference : USA Animal Protection and Rescue League) The 450kgs or more of corn mush force-fed to a single bird during 'processing' over roughly three weeks would keep a starving family somewhere very well for months.

The No Foie Gras campaign is by no means to the exclusion of other Abhorrent practices such as factory farming but Foie Gras is singled out world wide due to it defining the worst excesses of human greed and self indulgence of the few for fleeting taste, regardless of the cruel and painful process involved.

Several establishments have already chosen to remove Foie Gras from Their menu, including the 5 star The Table Bay Hotel and Cabriere in Franschoek, due to the inherent cruelty of the product. Other establishments have followed suit with no loss to their clientele and the South African campaign is supported by such notables as Mayor Helen Zille, Archbishop Emeritus Desmond Tutu, Nobel recipient author JM Coetzee and others.

Woolworths has done a great deal of good with regard to certain food items, for example by selling only free range eggs and not carrying veal as a line and offering an ever increasing range of organic options. To have promoted such a cruel item as Foie Gras in a positive light will have done a great deal of damage to the good reputation built up by yourselves over the years, especially given that Foie Gras has received substantial negative press of late.

A retraction in the next issue would, I believe, go a long way to Ensuring the public that their faith in Woolworths has not been misplaced.

I look forward to your favourable response in due course.

Toni Brockhoven

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Non-Violence begins with a fork Elizabeth Frians