

The
Pamela Anderson Foundation

Mr. Michael Latifi, Chairman and CEO
Sofina Foods, Inc.
100 Commerce Valley Dr. W.
Markham, Ontario L3T 0A1

11/01/2016

Dear Mr. Latifi:

I was saddened to learn from my friends at Mercy For Animals that your company is involved in truly horrific animal abuse.

I watched hidden-camera video—shot by a whistleblower working at Lilydale—showing frightened turkeys painfully shackled upside down, shocked with electricity, sliced open, and even submerged in tanks of scalding water while still alive and able to feel pain.

I stopped eating turkeys and other animals a long time ago because I know they are as intelligent and friendly as the dogs and cats we all know and love, and they deserve to be protected from needless cruelty and violence.

But even people who eat meat can agree that animals shouldn't be tortured to death. Yet that's exactly what is happening at Lilydale.

I am writing to you today because you have the power to help alleviate the needless suffering of millions of animals every year.

Last year, your biggest competitor, Maple Leaf Foods, committed to ending the torture of birds at its slaughterhouses by switching to less cruel systems that eliminate the unthinkable suffering caused by shackling, shocking, and scalding animals alive.

Now it's your turn.

Please commit to ending the worst forms of animal abuse in your supply chain. I know you can do better than this. The time for action is now.

Sincerely,



Pamela Anderson