



5 October 2006

Mr Mark Smith
Managing Director
Cadbury Schweppes
636 St Kilda Road
MELBOURNE VIC 3000

Dear Mr Smith,

Re: Pepsi Max 'Dollars or the Dog' competition

Lawyers for Animals Inc (LFA) is an association of lawyers seeking to reform the law to minimise or eliminate the needless suffering of animals. We write to express our concern about the Pepsi Max 'Dollars or the Dog' competition which supports and promotes the greyhound racing industry.

The 'Dollars or the Dog' competition promotes an industry which is well known for involving cruelty to animals in breach of the law¹ and for discarding thousands of underperforming greyhounds each year.² Whilst some ex-racing greyhounds are lucky enough to be re-homed, many are killed.

Australians have a very high per capita ownership of companion animals, particularly cats and dogs,³ and it is important that high standards in relation to the care of companion animals is encouraged and enforced. This is particularly so, given that in the 2004-2005 year, the RSPCA *alone* euthanased some 20,658 dogs.⁴ Each day in Australia, around 550 dogs and cats are put down in pounds and animal shelters.⁵ This situation has arisen because, unfortunately, many people regard companion animals as 'commodities'. The 'Dollars of the Dog' campaign reinforces and encourages this view.

In particular, your competition suggests that a greyhound dog is a 'product' that has no value other than the monetary reward that might be gained if it wins a race. This attitude leads to greyhounds being treated like disposable items. In this regard, the 'Dollars or the Dog' competition sends an irresponsible message to the public and we urge you to withdraw it immediately.

¹ The use of live baiting is prohibited by law, however, the RSPCA regularly gains convictions for this offence (http://www.rspca.org.au/resource/article_animal.asp).

² According to Greyhound Racing Victoria, its Greyhound Adoption Program has around 40 ex-racing greyhounds looking for homes at any one time (<http://www.grv.org.au/adoption/weneedhomes.php>).

³ http://www.rspca.org.au/resource/article_animal.asp.

⁴ RSPCA Australia National Statistics: <http://www.rspca.org.au/resource/stats2005.pdf>.

⁵ See National Summit to End Pet Overpopulation: <http://www.vegsoc.org.au/forum>.

Please also be mindful that in the period leading up to Christmas, many dogs are thoughtlessly acquired and subsequently abandoned. If a major commercial entity such as Pepsi is to broadcast any message to the public about dogs at this time, it should ensure that it is a responsible one and one which will not contribute to this sorry situation of abandoned dogs.

We look forward to receiving your views.

Should you have any queries in relation to the above, or in the event LFA may be of further assistance, kindly contact Cybele Stockley on 8684 0475(w) or 0414 455 817(m).

Yours faithfully,

Lawyers for Animals