

Thomas Peta Coates

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12:49 PM

Thomas Peta

Hi Dave! My name is Thomas and I am a PETA's Grassroots Protest Coordinator for activists in British Columbia. It's great to meet you! I found your profile while looking for vegans in Victoria. If you have any upcoming events that you would like help promoting, or if you would like any free leaflets, posters, stickers, etc. to help with future events, let me know and I will help however I can. Also if you are ever interested in leading a protest for a PETA campaign, I can help you with that as well. Thank you so much for your compassion and I hope to work with you in the future!
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1:28 PM

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Hey there, curious if you can get some clarity on an issue - initially PETA put out actions against Just Inc and Impossible Foods for animal testing, but then retracted them. The animal testing happened, why were these posts taken down? Is PETA okay with animal testing on foods? What's the story there?

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2:34 PM

Thomas Peta

Thank you so much for your questions. I will respond to the best of my abilities. PETA did take down these web features but they did not change their position. PETA still believes that experimenting on animals is unacceptable. It's still against PETA's policy to consume these items in PETA-owned spaces. We took down the web feature publicly shaming Impossible and Just because, omnivores were pointing to PETA's position as justification to continue eating animals instead of trying plant based options. These companies experimented on animals and as vegans, we should certainly continue to avoid products tested on animals to the best of our abilities. It's also important for veganism to seem accessible to the masses. When vegans publicly argue over whether an item is suitable or not, it gives others the impression that being vegan is difficult or time consuming. For this reason, we decided it was best to remove our web feature.

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But don't we come off sounding as hypocrites when people learn that these things are tested on animals and people calling themselves vegans are encouraging these products? Isn't that confusing?

And doesn't that diminish what vegan stands for? Shouldn't it be a consistent and credible movement?

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Thomas Peta

Well PETA doesn't encourage the product, they just don't openly discourage it. Really, as vegans we just have to weigh what is going to help the most animals. And when PETA saw that JUST and Impossible were being used as excuses to continue abusing animals, it became clear that publicly discouraging the consumption of these products would ultimately result in more animals dying than if the opinion was not publicly stated. I think the most consistent and credible thing to do is to always look at what will save the most animals from going through the torture of the animal exploitation industries. PETA also isn't inconsistent in their views about JUST and Impossible, because they do not support the companies. An example- If I was sent on a work trip and PETA was covering a meal, they would not cover a meal that included Impossible or JUST products.

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Well, I think a lot of what PETA does turns off omnivores regardless, seems unusual that this one is 'too much', but other offensive campaigns are okay, don't you think? I would have thought PETA would take a 'silence only helps the oppressor' position? It's not consistent or credible if the outcome is emboldening these companies, so they continue to test on animals. Neither has promised not to test again, partially because there are zero repercussions, and the vegan community is fooled into thinking these are vegan products. There are more companies developing new products, Brendan Brazier here in Canada is coming up with some new egg replacement, and I've written a couple times asking about animal testing, and they haven't responded...but given that almost no vegan organizations are actually taking a stand against animal testing if making 'yummy plant based food', then why not? And I bet all the rats used and killed in these foods aren't happy with PETA's position. Don't they deserve to be defended?

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Here's a tweet of Ingrid promoting the Impossible Whopper, so I'm doubting what you're saying:
<https://twitter.com/ingridnewkirk/status/1402244819741667338>



Ingrid Newkirk



0% FLESH. EAT PLANT BASED. All in can't-miss-that lettering. Germany. Burger King. It's happening.

[Twitter](#)

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Thomas Peta

I can't go too deep into this as I am not PETA. I am just an employee for PETA. My personal observation is that omnivorous consumers are turned off by vegans in general, so there will always be people who are turned off by vegan organizations. PETA has done a TON of good and saved TON of animals from horrible mistreatment. Again I think what matters most is that the fewest animals possible die. PETA does not think that making yummy food matters more than animal lives. It's far more complicated than that. I can't go into much more detail than that. PETA and I both agree with you that animal testing is bad and needs to stop. But a proper cost/benefit analysis should be taken into consideration under all circumstances that animal lives are on the line. Your analysis may differ from PETAs, but that doesn't mean that we don't share the comminality that we just want animals to live free from harm. But if you ever would like PETAs assistance, I'm glad to help.

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It's pretty duplicitous that because Impossible is a 'success', PETA backs off and is silent about animal testing, but if it was a dud, PETA would double-down. Very two-faced, not sure how you can feel good about an organization that does that. Popularity doesn't undo wrongdoing. Veganism nor animal rights is about 'cost benefit', if something exploits animals, it's wrong. Commercial success doesn't undo that. Doing anything else is the antithesis. Those rats deserved a voice, and PETA started speaking for them, and then turned their backs on them. PETA is tolerating animal testing, and even endorsing animal testing companies. It's full on betrayal. How's that for a cost-benefit analysis?

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