

February 7, 2018

Mr. Aslam Kahn  
CEO  
TGI Fridays  
4201 Marsh Lane  
Carrollton, TX 75007

Dear Mr. Kahn:

The Animal Agriculture Alliance, along with the farmers, ranchers, associations and companies we represent, is disappointed in TGI Friday's recent partnership with The Mondays Campaigns and promotion of "Meatless Mondays." As a global restaurant brand, we recognize your interest in and commitment to providing choices for every customer, but "Meatless Mondays" does just the opposite.

The campaign is not a grassroots effort to celebrate healthy eating, but a well-funded campaign pushing an extreme animal rights and environmental agenda by promoting false claims about animal agriculture. "Meatless Mondays" seeks to eliminate consumer choice - the ability that we each have to determine the right food choices for ourselves and our families.

While customers increasingly demand healthy dining options, "Meatless Mondays" spreads misinformation about the health benefits of meat and poultry. It is important to provide customers with a complete protein source to obtain a hearty, nutritionally balanced meal. Lean meats align with the Dietary Guidelines for Americans and the new "MyPlate" food guide. Meat, milk and eggs provide all the essential protein building blocks that our bodies need for optimal health and experts agree that a hearty diet consists of fruits and vegetables, whole grains, dairy and moderate amounts of nutrient-dense meat and poultry.

Vegetarian diets require a lot of vigilance to be healthy, and the Academy of Nutrition and Dietetics states that those who lack meat in their diet completely are at risk for iron, vitamin B12, calcium, vitamin D, zinc and omega-3 fatty acid deficiencies.



U.S. Population Replace Incandescent with Energy Star bulbs – 1.2%

= 2x



U.S. Population "Meatless Monday" = GHG Emission – 0.6%

*"Livestock's Contributions to Climate Change: Facts and Fiction,"  
Dr. Frank Mitloehner, 2016*

The "Meatless Mondays" campaign claims about the environmental impact of meat production are similarly misleading. Today U.S. farmers and ranchers produce more meat and poultry than ever before using less water, less land, less feed and generating fewer greenhouse gas (GHG) emissions. Environmental Protection Agency data show that all of agriculture contributes just nine percent of U.S. GHGs with animal agriculture contributing less than five percent.



TGI Friday's is a great family restaurant where Americans of all backgrounds and nutrition interests can go to enjoy a fun, delicious meal with a wide range of choices whether they include meat or not. Those choices are one of the elements that make TGI Friday's such a popular restaurant, and we believe teaming with "Meatless Mondays" is counterproductive to your mission of providing the best food and guest experience possible.

The Alliance urges you to reconsider your decision about promoting "Meatless Mondays." Thank you for your consideration, and I would welcome a call if you have questions or would like to visit about this matter. My direct line is (703) 562-1412.

Sincerely,

Kay Johnson Smith, President and CEO

### **Signing Organizations & Companies**

Adams County (Illinois) Farm Bureau	Michigan Pork Producers Association
American Farm Bureau Federation	Minnesota Turkey Growers Association
American Feed Industry Association	Missouri Farm Bureau
American National CattleWomen	National Cattlemen's Beef Association
American Veal Association	National Chicken Council
Cactus Family Farms, LLC	National Corn Growers Association
Cactus Feeders, Inc.	National Pork Producers Council
Cattle Empire	National Renderers Association
Center for Dairy Excellence	Nebraska Corn Board
Chicken and Egg Association of Minnesota	Nebraska Corn Growers Association
Christensen Farms	New York Farm Bureau
Colorado Livestock Association	North American Meat Institute
Cook County (Illinois) Farm Bureau	North Carolina Pork Council
Delmarva Poultry Industry, Inc.	Northeast Agribusiness and Feed Alliance
Eastern States Exposition	Northeast Dairy Foods Association, Inc.
Edge Dairy Farmer Cooperative	Northeast Dairy Producers Association
Esbenshade Farms	Phibro Animal Health Corporation
Farm Animal Care Coalition of Tennessee	Pike County (Illinois) Farm Bureau
Fieldale Farms	Poultry Technical Nutrition Services, LLC
Great Plains Livestock Consulting, Inc.	Professional Dairy Managers of Pennsylvania
Hallway Feeds	Protect The Harvest
Hord Family Farms	Sangamon County (Illinois) Farm Bureau
Illinois Farm Bureau	Scott County (Illinois) Farm Bureau
Indiana Farm Bureau	State Agriculture and Rural Leaders
Indiana Pork Producers Association	Tennessee Farm Bureau Federation
Ingredient Distributions, Inc.	Texas and Southwestern Cattle Raisers Association
Iowa Pork Producers Association	Texas Gamefowl Breeders Association
Kansas Farm Bureau	
Kansas Soybean Association	
Kentucky Soybean Association	
Macon County (Illinois) Farm Bureau	