

JOAQUIN PHOENIX

LOS ANGELES, CA

February 29, 2016

Robert Miller, CEO
Safeway
5918 Stoneridge Mall Rd.
Pleasanton, CA 94588

Dear Mr. Miller,

It has come to my attention that despite publicly declaring that you “strive to maintain high animal welfare standards across all areas” of your business, you refuse to eliminate one of the cruelest forms of animal torture from your supply chain. As a longtime animal advocate, I implore you to end the practice of caging egg-laying hens.

Animal welfare experts regard battery cages as perhaps the most egregiously cruel practice employed on factory farms today. For the hens in Safeway’s egg supply chain, every minute is sheer misery.

As undercover investigations by Mercy For Animals and other animal protection organizations have revealed, hens in battery cage facilities live on cage floors the size of a sheet of printer paper for nearly their entire lives, unable to even spread their wings. They are stuffed into wire enclosures that slice into their feet and snag their feathers and skin. Many hens become trapped and starve to death or die of thirst. Those who survive these horrific conditions must often live among the rotting corpses of their dead cage mates.

Safeway is nothing more than a safe haven for animal abuse. In refusing to commit to ending this practice, you are stigmatizing yourself as a backwards, obstinate, heartless company.

And you’re falling behind your competitors. Target, Costco, Giant, Stop & Shop, and more than 100 other major retailers, restaurants, and foodservice companies have committed to releasing hens from these cruel cages. Additionally, battery cages have been banned in several U.S. states and throughout the entire European Union. There is *no justification* for treating animals this way.

Millions of animals’ lives are at stake, and it is time for Safeway to do its part to reduce their suffering. Safeway, please live up to your promise to treat animals better. I urge you to adopt a 100 percent cage-free egg policy with a timeline immediately.

Sincerely,

A handwritten signature in black ink, appearing to be 'J. Phoenix', written in a cursive style.

Joaquin Phoenix