

Pamela Anderson

January 30, 2006

Geoff Wilson
Senior Vice President
Investor Relations & Public Affairs
Loblaw Companies Ltd.
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Dear Mr. Wilson:

Thank you for your reply concerning the treatment of hens in Canada. Unfortunately, you have not addressed the concerns that I expressed.

You refer to Loblaw's policy on humane handling practices pertaining to livestock and poultry. It is a curious animal welfare policy that allows animals to be crammed into tiny cages where not one animal can spread even a single wing, and doesn't even require that consumers be informed about how these animals that supply Loblaw with eggs, dairy products and meat are treated.

Battery caging, which is the system used for the vast majority of hens in Canada, is inherently cruel. Six to eight birds are crammed into cages, giving each less room than this sheet of paper. They sleep, eat, defecate and lay their eggs in the same tiny space. They never feel the sun on their backs or are able to scratch in the earth. They cannot perform any natural behaviours, such as nesting, dust-bathing, stretching or wing-flapping. They have their beaks cruelly cut off. Their feathers chafe off from rubbing against each other and the wire walls of their cages. This is egregious cruelty, occurring every single day on most egg farms in Canada. If Loblaw took animal welfare seriously, you would refuse to sell eggs from this horribly cruel system.

But at the very least, there is no reason why Loblaw cannot put up signs or label the shelves at point of purchase, thus enabling consumers to decide for themselves whether or not they want to support this cruelty. Again, I ask you, if you won't ban the sale of cruelly produced eggs, can't you please, at the very least, allow your customers to know what it is they're buying, by agreeing to the Canadian Coalition for Farm Animals' request that you label eggs from these systems as eggs from caged hens?

Sincerely,

A handwritten signature in black ink, appearing to read 'Pamela Anderson', with a large, sweeping flourish above the name.

cc John Lederer, President Loblaw Companies Limited