



August 26, 2025

Brandon Williams
Fire Chief
Doolittle Rural Fire Protection District

Dear Chief Williams:

I'm writing on behalf of People for the Ethical Treatment of Animals—PETA entities have more than 10.4 million members and supporters globally, including nearly 100,000 in Missouri, after reports that vegan probationary firefighter Jenna Ulrich's first call was to a tractor trailer carrying 40,000 pounds of ribeye steaks. Thank you for welcoming her warmly into your team. In honor of a job *well done*, we're sending Ulrich and the rest of your team a box of hearty, super-tasty vegan steaks from Juicy Marbles to enjoy.

We're certainly glad no humans were injured in the blaze, but that's not to say no one suffered. Just like us, the cows who died for those steaks experienced joy, pain, and fear. Cows are social animals who naturally live together in herds, have best friends, like to play, have long-term memories, and display a full range of different personality types, just as humans do—yet the majority of the more than 33 million of them killed in the U.S. annually for food spend their short lives on filthy factory farms, where they endure stressful crowding and routine mutilations.

Make no *mistake*: Healthy vegan food is also better for human health, which is a huge benefit in a physically demanding job. According to the [Academy of Nutrition and Dietetics](#), vegans reduce their risk of developing diabetes by 62%, their chance of being hospitalized for a heart attack by 33%, their risk of suffering from heart disease by 29%, and their risk of developing cancer by 18%. Vegan foods provide all the nutrients that we need to be healthy and strong, minus all the saturated fat, cholesterol, and contaminants found in animal flesh, eggs, and secretions.

We hope you'll see this as an excellent opportunity to get *fired up* about delicious vegan meals! Thank you for your consideration.

Very truly yours,

Ingrid Newkirk
Founder

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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