

Kimberly Elise

July 10, 2018

Bernardo Hees
Chief Executive Officer
The Kraft Heinz Company

Dear Mr. Hees,

I hope this letter finds you well. I'm reaching out as a fellow parent to encourage you to make healthy, sustainable, and kinder foods accessible to families like mine everywhere by dropping dairy from your BOCA brand.

In 2010, Kraft took a huge step in the right direction for millions of hens and conscious eaters alike by eliminating eggs from its vegetarian BOCA products after hearing from thousands of Compassion Over Killing's supporters. However, today BOCA is quickly falling behind its competition and missing out on hundreds of thousands of potential fans (not to mention the soaring plant-based market—expected to reach \$35 billion by 2024!) by keeping dairy in most of its products.

BOCA was once a household name, but today competitors like Beyond Meat that are already 100% vegan are dominating the plant-based market. More and more moms are choosing to forego dairy products and feed their families vegan food, but unfortunately, we can't enjoy most of BOCA's product line—yet.

Compassion Over Killing's investigations have shown us what happens behind closed doors in the dairy industry: Mother cows are separated from their calves and then milked in terrible conditions until they are “spent” and shipped to slaughter. This is a reality far removed from the “happy” dairy cow we see in children's books.

Millions of consumers are looking for healthier meals for their families. Consuming dairy actually leads to a high risk of a myriad of health problems, including certain cancers. A plant-based diet has also been studied as the best way to combat America's #1 killer: heart disease. As a mom, I want a heart-healthy, plant-based diet to be accessible to ALL American families. In an increasingly health-conscious world where families are busy, healthy, easy-to-cook, and delicious vegan food should be the norm, not a specialty product—and BOCA has the opportunity to make this a reality in grocery stores nationwide.

In offering a veggie burger, you've already recognized that consumers want less violence and more nutrition on their plates. Please, catch up with your competitors and offer a 100% vegan BOCA brand—by ditching dairy!

Sincerely,

Kimberly Elise

