



Bernardo Hees
Chief Executive Officer
The Kraft Heinz Company

Dear Mr. Hees,

Greetings and happy fall! We're writing as veggie burger lovers and members of the [Switch4Good](#) coalition to join Compassion Over Killing (COK) in asking you to offer a healthier, more sustainable, and kinder BOCA brand by ditching dairy.

Our coalition was borne out of a video that [premiered during the 2018 Olympics closing ceremonies](#), directed by Oscar winner Louis Psihoyos (*The Cove*, *Racing Extinction*), to turn the age-old misconception of dairy as a health food on its head. As elite athletes, vegans have run marathons, broken records, claimed national championships, and even brought home Olympic medals—all while fueling ourselves with plant protein.

Since switching from dairy to plant-based options—for good—we've reaped enormous benefits: greater speed, faster recovery time, more endurance, and higher energy levels. Pro athletes like us are proving every day that we can thrive without milk from cows—who, as a recent [COK investigation](#) exposed, suffer systematic abuse in the dairy industry.

As more and more consumers ditch dairy, alternatives are flying off the shelves, with sales projected to reach [\\$35 billion](#) by 2024. To meet the meat-free, dairy-free demand, brands like Gardein, the Bill Gates-backed Beyond Meat, and Field Roast are already producing completely vegan burger lines. Even fast food giants like [White Castle](#) are dishing up fully plant-based patties. In 2017 your competitor [Lightlife announced its plan to become 100% vegan](#), and this year Morningstar Farms turned its [veggie "chicken" line](#) vegan while [Quorn invested](#) in developing its own "bleeding" vegan burger.

You've already taken some major steps forward by responding to thousands of COK's supporters and cutting out eggs from the BOCA brand in 2010. And our taste buds have been delighted by your latest vegan offerings: the one-of-a-kind Turk'y Veggie Burger and Falafel Bites.



But BOCA risks falling behind its competitors in the plant-powered revolution by clinging to cow's milk. Today we ask you to listen to the nearly [50,000 people](#) urging you to *kraft* a better BOCA—for consumers, animals, and our planet—by ditching dairy.

Thank you.

Sincerely,

Dotsie Bausch, Olympic silver medalist, activist, team USA, cycling

Rebecca Soni, 6-time Olympic medalist, team USA, swimming

Todd Eldridge, 3-time Olympic figure skater, World Champion, 6-time US National Champion

Kara Lang, Canadian Olympic soccer player, Canadian Hall of Fame

Dustin Watten, team USA volleyball

Alexandra Paul, actress, activist, podcast host, Ironman athlete and swimmer

Luke Tan, professional bodybuilder and author of *AWAKE and Alive*

Mandy Gill, plant-based super athlete

Chris Manderino, NFL player