

## Rejecting Pig Factory Expansion UK

Dear Planning Committee,

I am writing to express my strong objection to this planning application. The Environment Agency's demonstrable failure to manage odour emissions from the site, evidenced by a high volume of complaints (35 official complaints between August 2024 and December 2025, as well as complaints from the parish council), indicates a significant nuisance that the local planning authority (LPA) must address directly. Reliance on existing regulatory frameworks is insufficient.

The Environmental Impact Assessment (EIA) regulations mandate a thorough evaluation of environmental costs, including nuisance and odour. Given this is a Schedule 2 development, the LPA is obligated to screen Schedule 3 EIA factors, such as nuisance, water usage, pollution, and transboundary impacts like greenhouse gas emissions. I urge the LPA to reject the application based on these oversights.

I am also concerned that the killing of animals in gas chambers is not in line with high animal welfare standards. The applicant's failure to provide an animal welfare assessment demonstrating that the pigs' welfare can be met in these gas chambers is a serious issue. The LPA should reject this application on animal welfare grounds, which the High Court confirmed as a material planning consideration in *Animal Equality v NE Lincolnshire (2025)*. Please consider expanding meat based alternatives instead. There are many wonderful products that have yet to reach the UK market.

Yours sincerely,

Danielle Courchene  
Tuscon, Arizona 8---

Petition by Animal Rising  
Endorsed by Cowdrey

Summary:

Gas chambers used on pigs are very much a part of society's problem with overlapping violence, from World War II to today. The unseen issues of violence can lead to holocaust, genocide, and early death. We are experiencing the lowest birth rates since World War II as well as the highest suicide rates since WW II.

We often do not consider how pig farming lays the groundwork for Holocaust. Hitler was inspired by Austrian immigrant Edward Bernays and the use of propaganda to expand Beechnut pork products in the USA. Prior to bacon and eggs, Americans ate lower cholesterol meals for breakfast, juice and bread. This dietary change has contributed to America's heart

disease problem today. The use of gas chambers resulted in “inspiration,” as one heinous cruelty translated to another, with millions of people being killed using the industrial agriculture pesticide Zyklon B. Ultimately, my findings are that it all connects.

Cowdrey

For more context:

“In the 1920s, public relations pioneer [Edward Bernays](#) boosted pork sales for the Beech-Nut Packing Company by engineering the "bacon and eggs" breakfast tradition. He utilized third-party authority by surveying 5,000 doctors, who endorsed and promoted bacon as a standard morning meal. ← They also promoted cigarettes as healthy for lungs.

### **Key Elements of the Campaign:**

- **The Client:** The Beech-Nut Packing Company, a producer of bacon and other pork products, approached Bernays to increase consumer demand.
- **The Strategy:** Instead of standard advertising, Bernays used **mass psychology** to promote a "hearty breakfast" concept.
- **Medical Endorsement:** Bernays hired a doctor from his agency to survey 5,000 physicians, urging them to recommend a heavier breakfast. The resulting headlines, "4,500 Physicians Urge Heavy Breakfast," were published in major newspapers.
- **Result:** Bacon successfully shifted from a mostly dinner food to a breakfast staple, drastically increasing sales for Beech-Nut.

This campaign is a classic example of creating consumer demand by influencing public perception through **perceived expert advice** rather than direct advertising.”

Mass Manipulation + Promotion of Violence Against Animals or People, Pushing, Resulting In Life Cost → OSIRAM