



Protecting Montana's wildlife,
land, waters and hunting & fishing
heritage for future generations.

October 17, 2017

Paul Brown
Chief Executive Officer
Arby's Corporation
1155 Perimeter Ctr. Ste. 1200
Atlanta, GA 30338-5464

Dear Mr. Brown,

The Montana Wildlife Federation (MWF) is our state's oldest wildlife conservation organization. We were founded in 1936 when hunters, anglers, wildlife watchers, farmers and ranchers joined together to restore depleted fish and wildlife and restore Montana's hunting and fishing heritage. Our 81 year history includes a strong conservation record that has seen many successes to preserve our public wildlife, public lands and waters, and public access to the outdoors.

As you know, hunting and fishing are a big part of Montana's culture. Montanans hunt and fish at the highest per capita rate in the nation. We also deeply cherish our public wildlife and fair chase hunting heritage, in which fish and game are a wild, public resource and not a farm-raised commodity. In 2000, Montanans stepped up and banned game farms through a voter initiative, because of the role that game farms play in spreading diseases like chronic wasting disease (CWD) and the use of game farms for unethical captive shooting activities. To this day, Montana's ban is a model that many states look to as a means of protecting wildlife from diseases and defending public wildlife resources.

With this in mind, MWF is deeply concerned that Arby's is choosing to offer an elk sandwich at one of its restaurants in Billings, as well as two other locations in the West. We know that you have run similar promotions in the past in other states using farm-raised venison. We are concerned that you are bringing this promotion to Montana and that you have expanded it to include farmed elk. Farm-raised game meat sandwiches run counter to core Montana values of public wildlife and consumption of healthy protein through ethically killed game. Elk and deer are best left as wild, free-ranging animals that are part of the public trust, managed by the state for the benefit of all Montanans.

Fundamentally, Montanans would rather hunt wild elk on public and private lands in our state than get them from a game farming operation that threatens the public wildlife resource. Montanans are also generous with our game meat, sharing our bounty from hunting with friends, family and our neighbors in need through voluntary donations.

We very genuinely appreciate Arby's desire to acknowledge Montana's hunting heritage, but your farm-raised elk and deer sandwich offerings are not the right approach in the Treasure State. We encourage Arby's to find another way to show respect for our hunting heritage instead of this promotion. To that end, we would welcome the opportunity to discuss with you other ways to support Montana's hunting heritage and public wildlife values. Please contact me at 406-458-0227 or dchadwick@mtwf.org at your earliest convenience.

Sincerely,

A handwritten signature in blue ink that reads "Dave Chadwick". The signature is fluid and cursive, with the first name "Dave" being larger and more prominent than the last name "Chadwick".

Dave Chadwick
Executive Director