



February 28, 2019

Anna Lingeris
via email: Alingeris@hersheys.com

Nirmala Singh
via email: Nirmala.Singh@zenogroup.com

Dear Ms. Lingeris and Ms. Singh,

We write to you in response to the February 20th press release “Cadbury Brand Is Giving Pets the Chance to Be a TV Star,” in which you encourage pet owners to send in photos of their pets (including specific mentions of monkeys) wearing bunny ears.

Although you may not realize it, this promotion is condoning primate exploitation and suffering in the pet trade. Additionally, encouraging contact between humans and exotic animals is harmful and dangerous to all involved. As experts in the field of primate care, we implore you to reconsider promoting such irresponsible treatment of exotic animals.

Monkeys can never be domesticated. They belong in the wild, and if that’s not possible, in the care of trained experts at a nonprofit primate sanctuary. The North American Primate Sanctuary Alliance (NAPSA) is a coalition of nine of the leading primate sanctuaries on the continent. In our sanctuaries, we care for over 800 primates, many of whom were formerly privately owned as pets or entertainers. Infant primates bred for private ownership or training as entertainers are removed from their mothers at a very early age – *years* before they would naturally separate. We see daily evidence of how this affects primates throughout their entire life, including social disorders, self-injurious behavior and depression.

NAPSA members are contacted constantly by people who – perhaps because they saw cute monkeys in the media – purchased a baby monkey and then lived to regret it. Sanctuaries are overwhelmed with requests to house “pet” primates. Advertising is part of this vicious cycle.

Large corporations like Pfizer have responded favorably to outcry in response to ads showcasing performing apes, and have pledged to no longer engage in this practice. Innovative CGI replacements are proven to gain companies positive media attention in a more animal-friendly way. The top ten advertising agencies in the U.S. have all pledged not to use apes in their campaigns, with some forswearing the usage of nonhuman primates altogether. This is the prevailing culture of large corporations and the media, and in order to remain current, we respectfully ask Cadbury to consider doing the same.

Sincerely,

A handwritten signature in black ink that reads 'Erika Fleury'.

Erika Fleury
Program Director



Advocacy Position Statement Private Ownership of Primates

The North American Primate Sanctuary Alliance (NAPSA) is opposed to the private ownership of primates.

Unlike dogs and cats, apes and monkeys are not domesticated animals. Non-human primates are extremely social animals whose normal development requires the company of others of their own kind. Ideally, primates should live in the wild. Their natural habitats include species-typical social groups that allow them to learn from their families and have a rich emotional life. In reality, however, there is an active industry that breeds primates to sell as pets in human homes.

As infants, primates in the pet trade are removed from their mothers years before they would naturally separate, which causes psychological suffering that manifests throughout their entire life. Teeth are often removed for ease of handling, which can limit the foods they can eat. Qualified veterinary care for pet primates can be difficult, if not impossible, to find.

Primates are inquisitive animals whose proper care requires daily mental stimulation and extensive physical activity, which is often impossible for the average household to provide. Primates kept in human homes are rarely, if ever, monitored by animal welfare officials, which means they are often kept in unsuitable living conditions resulting in neglect, mistreatment, and myriad psychological and physical ailments that can lead to death. There are a range of zoonotic diseases that are transmitted by primates and can be harmful, even fatal, to humans.

Once primates reach adolescence, which can be just a few years into a 40+ year lifespan, they inevitably become too unmanageable to handle. Primates can and will bite. They have strong jaws and sharp teeth, and bites can result in significant and potentially fatal injuries to humans. Realizing that living with an adult primate is not sustainable, owners often seek to surrender their pets or are forced to surrender them due to a threat to public safety.

Many primates that were privately owned end up living in roadside zoos, recycled as breeders to produce the next generation of ill-fated pets, or in other abusive situations. In the best cases, former pets may end up in a NAPSA member sanctuary, where they live their remaining years in an enriched environment more typical to their species. Even in sanctuary, former pets often struggle with learning how to socialize with other primates and many exhibit abnormal behaviors for the rest of their lives.

The private ownership of primates is never in the best interest of the animal or the owner.

For more information:

["Legislative Recommendations to Prohibit the Possession, Sale, Breeding, Import, or Transfer of Dangerous Wild Animals,"](#) American Bar Association

["White Paper: Personal Possession of Non-Human Primates,"](#) Association of Zoos and Aquariums

["The Phenomenon of Monkeys as 'Surrogate Children',"](#) Linda J. Howard

["Private Ownership of Nonhuman Primates,"](#) International Primatological Society

["Atypical Experiences of Captive Chimpanzees \(Pan Troglodytes\) Are Associated with Higher Hair Cortisol Concentrations as Adults,"](#) S.L. Jacobson, H.D. Freeman, R.M. Santymire, S.R. Ross

["My Child is a Monkey,"](#) and ["The Perils of Keeping Monkeys as Pets,"](#) National Geographic

["The Science Behind Why Chimps Are Not Pets,"](#) PBS

["Significant Zoonotic Disease of Non-Human Primates,"](#) Walter Reed Army Institute