



Animal Welfare Worldwide.

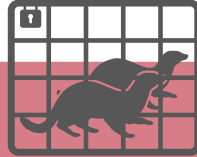


WHY BAN FUR FOR GOOD IN THE EU?

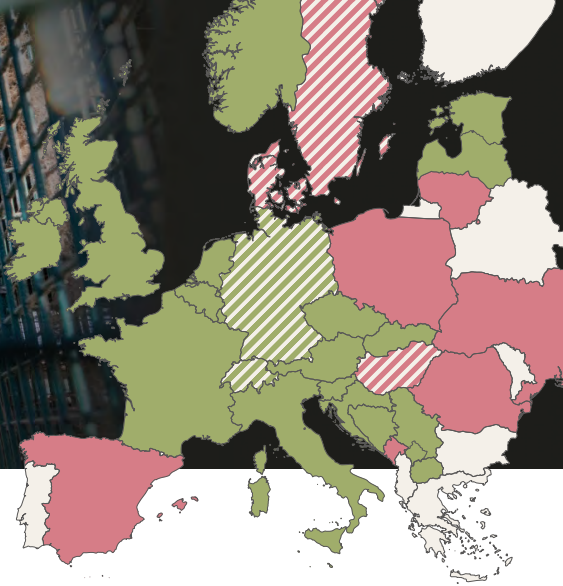
THE EU STILL HAS*

1,578

ACTIVE FUR FARMS



WITH
11 MILLION
ANIMALS KILLED IN 2021



FUR FARMING IN EUROPE:
as of January 2023

- BANNED / PHASED OUT
- PARLIAMENTARY DEBATE
- ▨ PARTIAL LEGISLATION
- NO LEGAL RESTRICTIONS

FUR FARMING IS ONLY BANNED IN SOME EU COUNTRIES

A FUR FARM CAN CONTAIN OVER**

500,000

ANIMALS

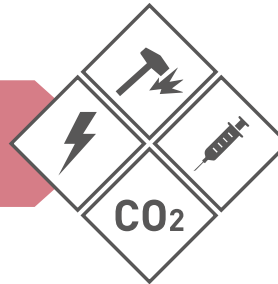


Mostly mink, foxes, raccoon dogs and chinchillas. Mink is the main species kept and killed for fur purposes in the European Union.

Although 15 EU Member States have already banned or phased out fur farming, other countries continue to operate farms and sell to Europe and abroad. There is also no ban on fur sales, meaning anyone can continue to buy fur products or clothes from Europe and big fur-producing giants like China.

MISERABLE

LIFE



CRUEL

DEATH



These are the cruel methods of killing animals for their fur, done with little to no surveillance and inspections if rules are being followed:***

- » Mink are usually killed by gassing with carbon dioxide (CO₂) or carbon monoxide (CO)
- » Foxes and raccoon dogs are generally electrocuted through the mouth and anus
- » Chinchillas are often killed by chloral hydrate injection or breaking the neck

Confirmation of death is only carried out by random checks, so it happens that animals are skinned alive.

THE EU COMMISSION HAS TO ANSWER IF

1 MILLION

PEOPLE SIGN THE PETITION

The European Citizens' Initiative (ECI) is an official petition sent to and validated by the European Commission. If the threshold is met in contributing countries and at least 1,000,000 validated signatures are sent in, the EU Commission has to answer the main ask:

1. BAN FUR PRODUCTION
2. BAN FUR SALES



With this petition, we have a real chance of getting this legislation discussed and possibly even imposed across all EU member states. Due to previous ECI's successes, we know that it could be a huge step forward in ending fur for good. That means you can contribute to changing animal history!

DID YOU KNOW...



Unfortunately, the labels on your clothes could be misleading you****. A 2017 investigation across 10 EU countries found widespread non-compliance with the legislation relating to the labelling of real animal fur; 68% of the items checked failed to carry the required wording.

That means even if you don't want to support the cruel fur industry, you still can end up doing it.



CLICK HERE TO SPEAK OUT &
SIGN NOW



... AND YES, YOUR DATA IS SECURED

Sources:

* Estimate by Fur Free Alliance, 2021 data collection from independent sources
** Estimate of number of animals done by Anima International on a Polish mink farm. <https://animainternational.org/blog/goreczki-investigation>
*** https://www.furfreealliance.com/wp-content/uploads/2016/08/welfare_animals_kept_for_fur_production.pdf
**** <https://www.furfreealliance.com/wp-content/uploads/2019/06/Mislabelling-and-Consumer-Protection.pdf>