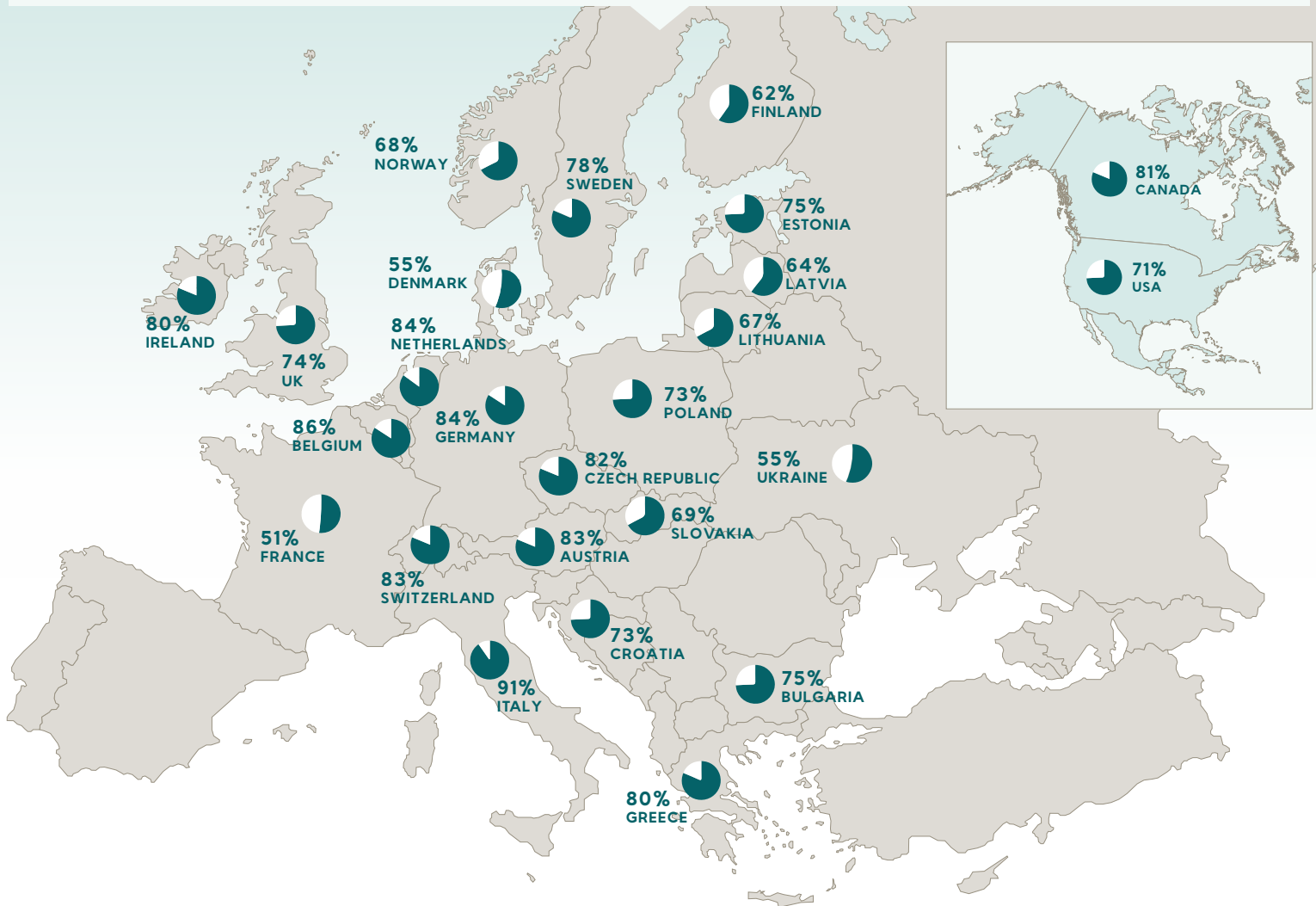


MAKE FUR HISTORY



ANIMAL ETHICS IN MODERN SOCIETY

Causing suffering and killing animals for a non-essential and even trivial reason as fashion contravenes public morality. Opinion polls from a number of countries have consistently demonstrated that the majority of citizens consider breeding animals for fur unacceptable.



Fur is a non-essential luxury item. An increasing majority of the population finds it unjustifiable to subject animals to prolonged suffering for trivial ends, such as fur coats or fashion accessories. The public's long-standing opposition to fur farming and our changed ethical perception of animals is reflected by law in an increasing number of countries.

The ethical concerns of a large majority of the population and the inherent cruelty of fur farming have led an increasing number of countries to legislate against fur farming in recent years.

“Causing suffering and taking the life of an animal for a non-essential and even trivial reason cannot be morally justified. It contravenes public morality in the Netherlands.”

Dutch Ministry of Economic Affairs (2016)

MAKE FUR HISTORY



References

- **Austria:** 83% of the Austrian population considers keeping and killing animals for fur for the fashion industry unjustifiable (Kantar/Four Paws, 2020)
- **Belgium:** 86% favour a ban on breeding animals for their fur (Ipsos/GAIA, 2012)
- **Bulgaria:** 75% of the population does not consider fur farming justifiable (MBMD, 2018)
- **Canada:** 81% of Canadians oppose killing animals for their fur (Research Co., Sept 2020)
- **Croatia:** 73% agree that breeding animals for fur should be legally banned in Croatia (SPEM Communication Group, Animal Friends Croatia, 2006)
- **Czech Republic:** 82% of the Czech citizens do not agree with killing animals for fur (the Czech public opinion research center Centre pro výzkum ve ejného mín ní, CVVM/Svoboda Zvirat, 2017)
- **Denmark:** 55% of Danes are against the production of fur (YouGov, 2017)
- **Estonia:** 75% of the Estonian population disapproves of raising and killing of animals (such as foxes and minks) for fur (National omnibus survey by Kantar Emor/LOOMUS, 2020)
- **Finland:** 62% of the Finnish population thinks that breeding and killing animals for fur is not acceptable. (Taloustutkimus, 2020)
- **France:** 51% thinks the breeding of animals for fur should end (Ipsos/OneVoice, 2017)
- **Germany:** 84% of Germans consider that keeping and killing animals for fur for the fashion industry unjustifiable (Kantar/Four Paws 2020)
- **Greece:** 80% of the Greek population oppose the breeding and killing animals for the commercial exploitation of fur (Metron Analysis, 2018)
- **Ireland:** 80% of the Irish population considers breeding and killing animals just for fur unacceptable (Red C, 2018)
- **Italy:** 91% of Italians are against the activities linked to the production of fur using animals (EURISPES "Italy Report", 2015)
- **Latvia:** 64% of the Latvian population does not support raising and killing animals for fur (SolidData/Dz vnieku br v ba, 2015)
- **Lithuania:** 67% of the Lithuanian citizens considers the raising and killing of animals for fur unacceptable (Vilmorus, Tušti narvai, 2016)
- **The Netherlands:** 84% considers fur farming unacceptable (Motivaction/Bont voor Dieren, 2015)
- **Norway:** 68% think fur farming is wrong (Infact/ Dyrevernalliansen 2014)
- **Poland:** 66% thinks the breeding of foxes, raccoon dogs and minks for fur should not be allowed. In the age group 18-35, 70% supports a ban. (Instytut Bada Rynkowych i Społecznych (IBRiS) Homo Homini/Otwarte Klatki, 2015)
- **Slovakia:** 69% of the Slovakian population considers breeding and killing animals just for fur unacceptable (2018)
- **Sweden:** 78% do not think it should be allowed to breed mink in cages for fur (Demoskop/Djurens Rätt, 2015)
- **Switzerland:** 83% of Swiss consider it unjustifiable to keep and kill animals for fur for the fashion industry (Kantar/ Four Paws 2020)
- **United States of America:** 71% of Americans oppose killing animals for their fur (Research Co., Sept 2020)
- **UK:** 74% think that using animals for the production of fur for the fashion industry is wrong (YouGov, Four Paws UK, 2014)

"Raising animals, engaged solely for the production of luxury objects, is no more of our time."

Bianca Debaets, State Secretary of the Brussels-Capital Region (2015)

"Fur farming is not consistent with a proper value and respect for animal life. Animal life should not be destroyed in the absence of a sufficient justification in terms of public benefit."

UK Ministry of Agriculture (2000)