

DO NOT SUPPORT THE FUR TRADE. IT IS A CRUEL AND UNNECESSARY INDUSTRY.

BACKGROUND

Each year, approximately 40 million animals are killed worldwide for fur – 30 million raised on fur farms and 10 million killed in the wild, often via traps. Animals include foxes, rabbits, minks, chinchillas, cats and dogs.

It is unlikely the buyer of a fur garment or trinket is aware of the extent of the suffering behind their purchase.

FUR FARMS

- Animals are confined in tiny cages and denied any form of natural behaviour. Their instincts don't go away and they are driven insane: incessant pacing, and often resorting to cannibalism and self-mutilation.
- Kept in wire cages with wire floors, their faeces and urine fall through the bars onto the animals in the cages below.
- To enhance profits and keep fur intact, killing methods used are cheap and crude: anal or vaginal electrocution, skinning alive, gassing, and neck breaking.

FUR TRAPS

- Caught in cruel leg-hold traps, animals can die in great pain from starvation or thirst while waiting for the trapper.
- Many attempt escape by gnawing off their trapped limb.
- If found alive, death comes in the form of bludgeoning, suffocation or stomping on the animal's vital organs.



USE OF DOGS AND CATS

- Beware faux fur – it could be made of budget fur sources such as dog or cat without your knowing.
- One doesn't know whether cheap fur used for trimmings, linings, trinkets or toys comes from dogs or cats. The mislabelling of products is a common practice.

HOW YOU CAN HELP

- Don't buy fur or fur-trimmed products.
- Express your aversion to shops that sell fur products.
- Be an advocate for animals. Advise your friends and family about the real cruelty behind the fur trade.
- Support local clothing brands that don't use real or fake fur.
- Contact us for support or to organise a protest in your area.

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Compassion in Action

**OF ALL THE CRUELTY WE INFLICT ON ANIMALS,
NONE HAS A MORE SHALLOW MOTIVE THAN
THE FUR TRADE.**



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