

<date>

<name of addressee, if unknown address to the Owner/Manager>
<company name and address>

Dear <Mr/Ms, if surname unknown use 'Dear Sir/Madam'>,

I was shopping in your store recently and was disappointed to see real animal fur products. I object to the use of fur in fashion and felt compelled to leave your store without a purchase.

In realising that you may not be aware of the cruelty involved in the production of fur, I wanted to send you this letter with some information. I hope that it will encourage you to reconsider stocking animal fur.

Most fur is produced in China where there are no laws to protect animals from cruelty. Investigations on fur farms have revealed animals such as rabbits, foxes, raccoons and minks confined in small wire cages where they suffer stress, boredom and painful injuries from having to stand on wire 24 hours a day.

Animals kept on fur farms are frequently seen mutilating themselves due to pure frustration, biting their own paws or tail. They may also suffer from diseases and extreme heat and cold as they are usually kept outdoors.

China is one of the worst countries in the world for animals. But they are not alone. In other countries – including in the European Union – animals raised for fur are kept in extremely poor conditions in factory farms, where they suffer immensely.

At the end of their lives, animals are electrocuted or gassed before being skinned. This is not always done professionally, resulting in animals sometimes being conscious when their skin is ripped off their body. In some countries, like China, it is not uncommon for animals to be beaten to death or skinned alive.

Despite some claims from the fur industry, there simply is no such thing as 'ethical' fur. Using animal fur is also completely unnecessary, with many attractive alternatives readily available. This is demonstrated by the many retailers and fashion designers who have chosen to go fur-free in recent years.

Animal welfare is a growing concern amongst the Australian community. A decision by you to go fur free would be widely applauded and would encourage many caring customers to shop at your store.

I hope that the above information is of assistance to you and that you will decide to stop selling animal fur products in your store. I look forward to hearing your decision.

Yours sincerely,