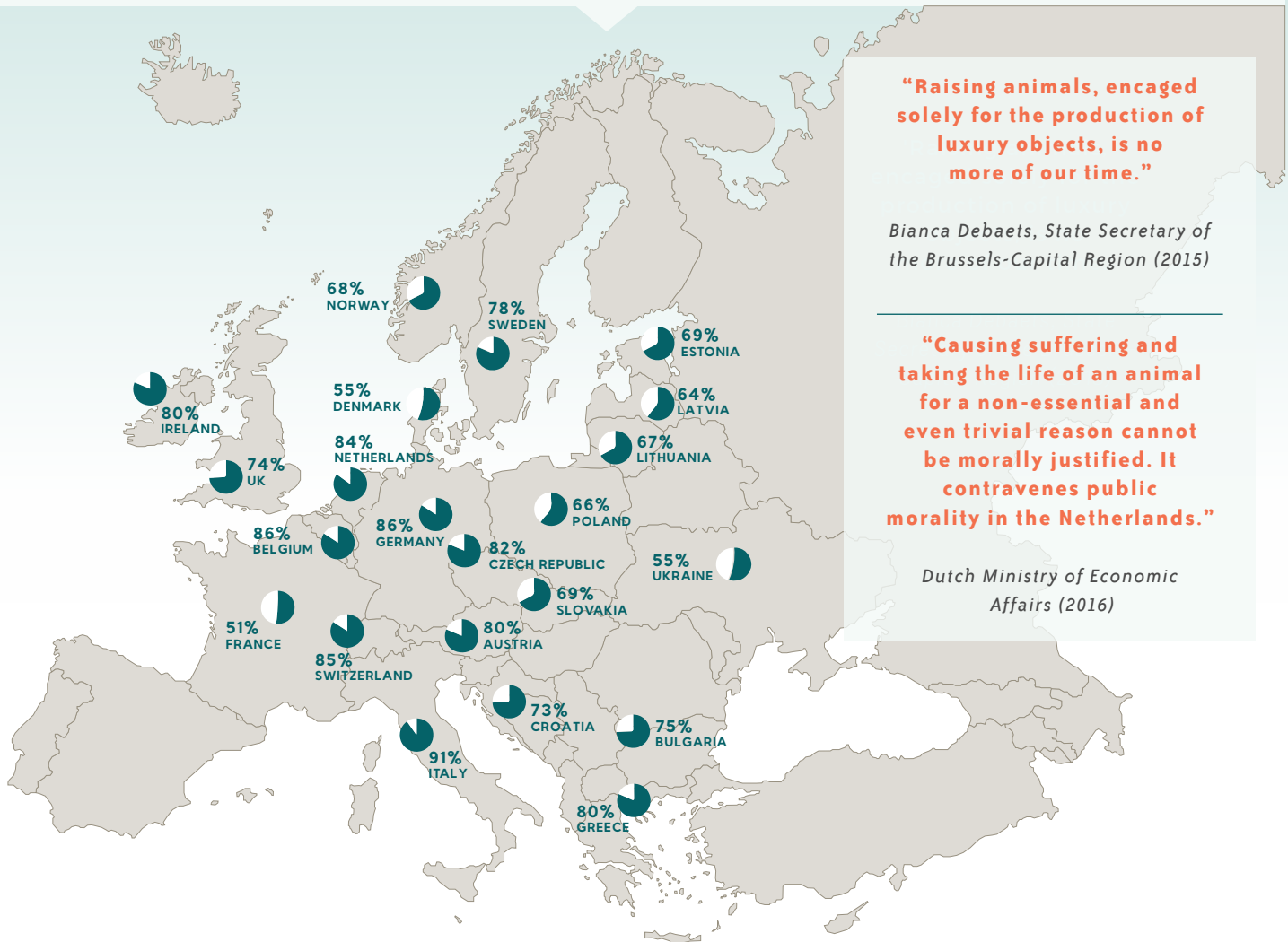


# # MAKE FUR HISTORY



## ANIMAL ETHICS IN MODERN SOCIETY

Opinion polls have consistently shown that the majority of EU citizens find it unacceptable to breed and kill animals for their fur.



**“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)*

**“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)*

Fur is a non-essential fashion item for which there are sufficient alternatives available. An increasing majority of the population find it unjustifiable to subject animals to prolonged suffering for trivial ends, such as fur coats or fashion accessories.

The public awareness that there must be legal constraints on how animals may be used is growing worldwide. In a modern society, the longstanding public opposition to fur farming and changed ethical perception of animals and how they are treated should be properly reflected by law.

**“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)*

# # MAKE FUR HISTORY



## References

- **Austria:** 81% of Austrian citizens consider it wrong to kill animals for fur products (Integral Survey/Four Paws, 2014)
- **Belgium:** 86% favour a ban on breeding animals for their fur (Ipson/GAIA, 2012)
- **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 (FOCUS Marketing and Social research/Svoboda Zvirat, 2017)
- **Denmark:** 55% of Danes are against the production of fur (YouGov, 2017)
- **Estonia:** 69% disapprove of the raising and killing of wild animals for fur (National omnibus survey by Kantar Emor/LOOMUS, 2016)
- **France:** 51% of French citizens think the breeding of animals for fur should end (Ipsos/OneVoice, 2017)
- **Germany:** 86% of German citizens consider it wrong to kill animals for fur products (Integral/Four Paws Germany 2014)
- **Italy:** 91% of Italian citizens 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/Dzīvnieku brīvība, 2015)
- **Lithuania:** 67% of the Lithuanian citizens consider it unacceptable to raise and kill animals for fur (Vilmorus, Tušti narvai, 2016)
- **The Netherlands:** 84% of the Dutch population consider fur farming unacceptable (Motivaction/Bont voor Dieren, 2015)
- **Norway:** 68% of Norwegians think fur farming is wrong (Infact/Dyrevernalliansen 2014)
- **Poland:** 66% think the breeding of foxes, raccoon dogs and minks for their fur should not be allowed. In the age group 18-35, 70% supports a ban. (Instytut Badań Rynkowych i Społecznych (IBRiS) Homo Homini/Otwarte Klatki, 2015)
- **Sweden:** 78% think it should not be allowed to breed mink in cages for fur (Demoskop/Djurens Rätt, 2014)
- **Switzerland:** 80% of Swiss citizens consider it wrong to kill animals for fur products (Integral/Four Paws 2014)
- **UK:** 74% think that using animals for the production of fur for the fashion industry is wrong (YouGov, Four Paws Uk, 2014)