

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Dear Mr. Dolan,

Greetings from PETA. We admire your efforts to expand your business in a conscious and sustainable way, including by partnering with factories and suppliers that produce recycled fabrics. On behalf of our more than 6.5 million members and supporters worldwide, I'm writing to urge you to cancel your involvement with the International Woolmark Prize because of the devastating impact that wool has on the climate as well as the egregious suffering that sheep endure.

The International Woolmark Prize claims to "recognise design excellence using Australian Merino wool." Yet Australia is currently experiencing the worst effects of climate change, in part because of its reliance on farming sheep for wool. Last year was the country's hottest and driest year on record, with unprecedented bushfires that have continued into 2020 and have reportedly killed around 100,000 sheep on Kangaroo Island alone. Millions of other animals have suffered and died in the fires, too, including koalas, birds, and reptiles.

Sheep rival cows when it comes to producing methane. Enteric fermentation emissions from livestock make up 73% of Australia's total agriculture-related greenhouse-gas emissions, and sheep are that country's second-biggest source of these emissions. In addition, the use of pesticides on sheep releases large amounts of toxic chemicals into waterways, polluting water supplies and poisoning many species of insects, fish, and crustaceans. In a nutshell, wool is neither sustainable nor environmentally friendly.

PETA and our international affiliates have investigated 100 wool-industry operations on four continents (dozens of the operations were in Australia) and found the same thing every time: routine abuse of sheep. [Sheep are kicked, punched in the face, beaten with metal clippers, thrown around](#), and shorn so quickly and violently that they're often left with gaping wounds that are sewn together, without painkillers, right on the dirty shearing shed floor. Such abuses were found even at [so-called "humane" operations](#).

Please don't be duped by the greenwashing that comes from organizations like Woolmark. There are many exciting new textiles that you can use in your designs, such as soy-based "vegetable cashmere," biodegradable Tencel, and fleece made from recycled plastic bottles, seaweed, hemp, and modal. We urge you to cancel your involvement with the harmful and cruel International Woolmark Prize and commit to using sustainable, ethical vegan wool going forward.

Thank you for your time and consideration.

Sincerely,

Dan Mathews
Senior Vice President

Affiliates:

- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands
- PETA Foundation (U.K.)