

THE Augustus Club AND VANGUARD SOCIETY



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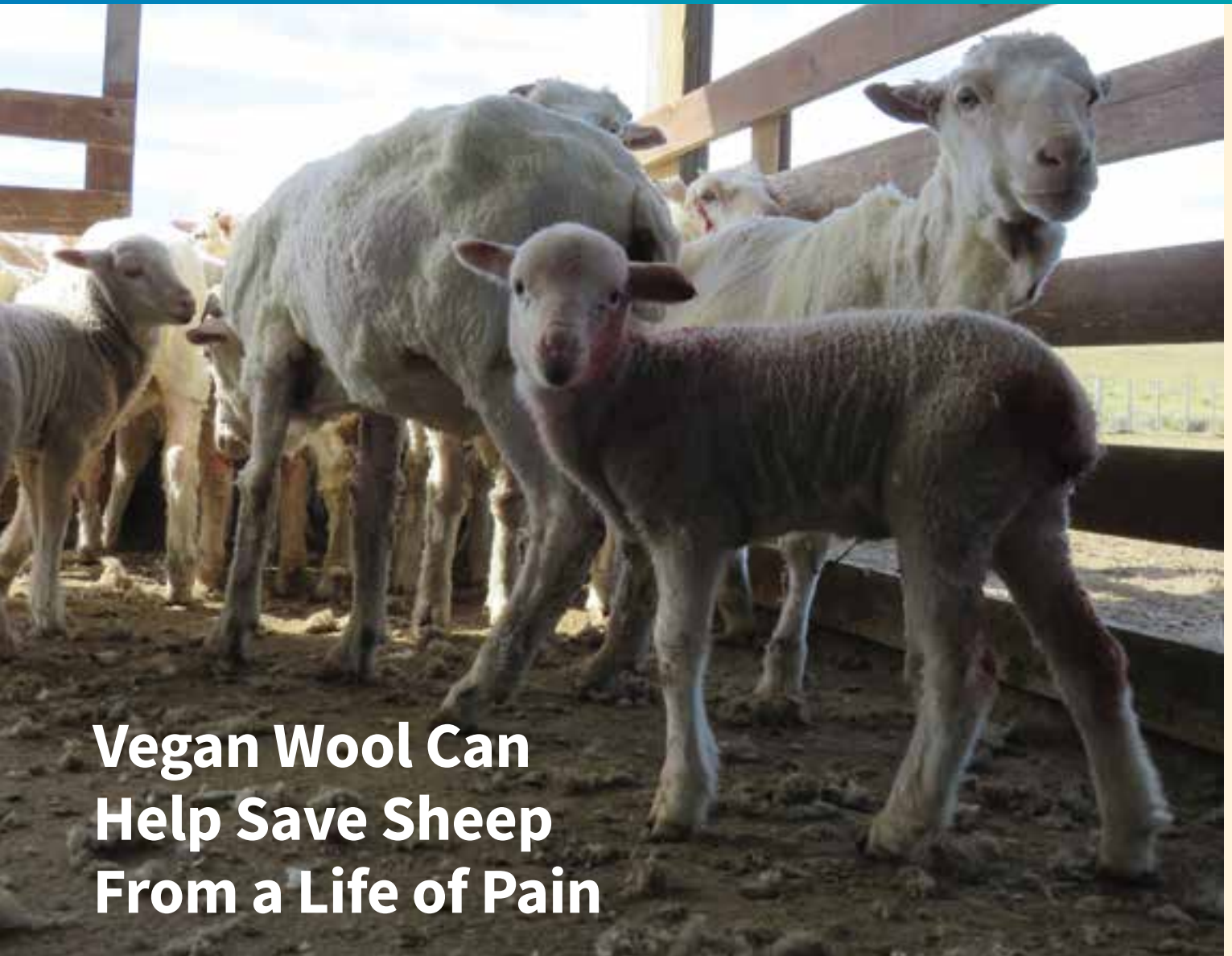
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Racing to Save Sheep With the Help of Vegan Wool





Vegan Wool Can Help Save Sheep From a Life of Pain

Sheep are gentle individuals who, like humans, want to live and be loved and can feel pain, fear, and loneliness. They can recognize dozens of individuals from photographs, and seeing a picture of a friend can even calm them in a stressful situation. They can remember faces for up to two years, using the same neural pathways humans do. Yet because there's a market for their fleece and skin, they're treated as mere wool-producing machines. No matter where the farm is, no matter which continent it's on—when we've gone into shearing sheds, we've found that sheep are horrifically abused for their wool.

Although plenty of durable, stylish, and warm vegan fabrics are already available, PETA is setting out to save sheep by encouraging the development of a vegan wool material that is visually, texturally, and functionally similar to or better than sheep's wool.

The Deadly, Cruel Wool Industry

PETA is shining a spotlight on the cruelty documented in 14 PETA exposés involving 117 wool operations worldwide. Disturbing eyewitness video footage from Australia, Argentina, Chile, the U.K., and the U.S. reveals that gentle sheep are routinely beaten, punched, jabbed, kicked, thrown, stomped on, and sometimes even killed by hurried shearers, who are typically paid by volume, not by the hour, and thus tend to work as quickly as possible. This abuse is knitted into the wool coats, hats, socks, and other garments sold in stores.

Shearers often leave sheep with bloody, gaping wounds, which they typically stitch up without painkillers. Most sheep are shorn in an assembly-line fashion. Being held down and handled is terrifying to prey animals like them, and the more they panic and struggle, the more force

Download PETA's "Guide to Vegan Suppliers and Manufacturers" at [PETA.org/VeganSuppliers](https://peta.org/VeganSuppliers)

shearers use, sometimes stomping or standing on their necks and heads.

In 2018, PETA Asia released video footage from the first-ever investigation into the wool industry in the U.K. The eyewitness saw cruelty on 25 farms. Workers beat, stomped on, kicked, mutilated, and threw sheep around. A separate PETA Asia investigation into 25 farms in Scotland revealed that workers violently punched sheep in the face, slammed their heads into the floor, beat them, kicked them, and threw them off the shearing trailers. One farmer dragged a sheep, who appeared to be dying, by the leg, allowing her head to bounce along the hard rocky soil for several yards, while a shearer left another dying sheep propped against a railing to convulse and die.

PETA also has footage of workers in Australia, where most of the world's wool is produced, cutting the skin and flesh off merino sheep's backsides with shears, a barbaric practice known as "mulesing." Australian sheep farmers specifically breed merino sheep to have wrinkled skin so they'll produce more wool. The folds of skin on their hindquarters collect moisture that attracts flies, who lay their eggs in it. Many Australian sheep farmers attempt to mitigate this problem by performing mulesing on lambs—without painkillers—resulting in smooth, scarred skin that won't harbor fly eggs. This agonizing procedure takes place in full view of the lambs' distraught mothers, who frantically call out to them and try to get as close to them as possible.

Sheep in the U.S. don't fare much better. PETA documented abuse at 14 ranches across Colorado, Nebraska, and Wyoming. In 2019, PETA eyewitnesses at Bare Ranch in Nevada saw workers shove, hit, pull, and push sheep while loading them into trailers. They struck the animals on the head and face, jabbed them with a paddle and a pole, kicked at them, and deliberately frightened them into moving forward. Sheep tried to jump or climb over each other in fear as they were herded toward the trailers. A few collapsed to their knees. And at least two had bloody wounds on their hindquarters, probably from rushed, reckless shearing. Despite this, Bare Ranch claims to produce wool with "respect" for animals.

Launching PETA's Vegan Wool Challenge

This past fall, PETA launched the Vegan Wool Challenge—offering a \$1 million award to the first one to develop a material that is functionally, visually, and texturally similar to or better than sheep's wool and is commercially scalable. We know that more sheep can be saved with an indistinguishable vegan alternative to wool and hope this inspires some lifesaving creativity.

Why the Vegan Wool Challenge? Because we know from experience that such challenges work! In 2008, PETA funded the very first foray into cultured meat research at two U.S. universities, offered a \$1 million prize to the first laboratory that could create commercially viable lab-grown *in vitro* (test tube) chicken meat, and otherwise promoted its development. Finally in 2022, the U.S. Food and Drug Administration gave a company—UPSIDE Foods—the green light to sell cultured meat in the U.S. for the first time.

PETA's *In Vitro* Chicken Contest inspired progress in cultured meat development, and our Vegan Wool Challenge should speed up innovation and get cruelly derived wool out of company supply chains faster.

Making Compassionate Choices Easier to Find

A consumer survey on textiles and sustainability that sampled over 11,000 consumers in countries around the world revealed that people today—particularly millennials and members of Gen Z—are very aware of the ways in which the textile industry exploits and kills millions of animals and causes environmental destruction on a devastating scale. They seek transparency and want to identify vegan products at a glance while shopping.

To make compassionate shopping easier, we recently expanded our popular "PETA-Approved



Vegan" (PAV) certification program to include a special "100% Plant Wool" logo for certified brands to use. This logo is designed to highlight clothing, accessories, and home decor goods made of natural, plant-derived alternatives to animal-derived wool. It helps consumers identify vegan wool

at a glance while shopping and make purchases that align with their values.

Over 1,300 companies are PAV-certified, and more global, national, and local brands are signing on and seeking certification each year. Within that group of 1,300, we already have 30 companies in eight countries using the 100% Plant Wool logo, which is now available in four languages. This new logo will increase consumers' awareness of vegan vs. nonvegan wool options and help them make kinder choices.



100% PLANT WOOL

In addition to making compassionate choices easier for consumers, we're working to help companies that want to source vegan fashion by offering our "Guide to Vegan Suppliers and Manufacturers." This free guide was recently updated to include more options, such as vegan leather, wool, silk, fur, down, and a variety of fibers made from items like recycled bottles, discarded coffee grounds, various fruits, or leaves. Additionally, "PETA-Approved Vegan" companies are featured in the guide with an accompanying photo of their product. This brings a lot of color and fun to the guide, making it easy to see how wonderful these vegan materials really are!

Take Action for Ducks!

A recent PETA Asia investigation into Vietnamese duck farms and slaughterhouses that supply Responsible Down Standard-certified (RDS) feathers confirmed that major companies—including GAP Inc., Guess, and H&M—obtain feathers from Vietnam. Use of the RDS label allows companies to lead shoppers to believe that they're making a kinder choice, but as this latest investigation proves, they are not.

You can urge these companies to spare ducks a lifetime of suffering and a violent death by ending their use of down feathers.

Visit PETA.org/HelpDucks to sign the petition today.





“Good luck with the meeting—you’ve convinced me! I had no idea the wool industry was so terrible!”

Over the years, I’ve been able to help more than 350 companies—including Gap Inc., H&M, and Inditex, the three largest clothing retailers in the world—stop selling mohair and persuade Diane von Furstenberg to ban exotic animal skins, fur, and angora. I always love it when a company that previously seemed unreachable finally responds positively to me and we get the discussion rolling. It reminds me that our strategy to be relentless will yield results. They know we’re right—and eventually, any company that wants to remain relevant must address its use of animals. I also love when a company makes a big change. Those victories are coming faster and faster these days!



Meet PETA Staff Member Laura Shields, Ph.D.

I spent 10 years in academics studying the animal rights movement, and I earned my doctorate in American culture studies. My final dissertation was titled, “Fighting for Animal Rights: A U.S. History, 1900–1996.” During that time, I was able to develop and teach the first-ever 300-level American studies course at Saint Louis University, called “Animals in American Culture,” which explored the ways in which animals are understood and depicted in culture.

Today, as the director of corporate responsibility for PETA, my role is to help national and multinational companies move away from selling or promoting cruelly obtained materials.

Because my job is all about communicating and negotiating,

simultaneously pushing them to do what they know is right, I’ve become much more comfortable dealing with any comments or questions I get in my daily life about animal rights and vegan living. I can’t tell you how many great conversations I’ve had on airplanes after being asked, “What do you do?” It’s helped me understand that most people want to do the right thing—they just need information and support.

When I was getting ready for my first in-person solo meeting with a company, I was quite nervous. In the Uber on the way to the meeting, I told the driver that I was going to go over my agenda about the cruelty of wool industry in case he wondered why I was talking to myself. When we arrived at the company headquarters, he said,

PETA's Legacy of Kindness Challenge Deadline Extended!

Good news for animal lovers and activists: The deadline for the Legacy of Kindness Challenge has been extended to August 31! If you've been thinking about joining the challenge, you still have time. Best of all, you don't need to make a contribution today in order to activate a match and help make the world a kinder place for all beings.

Joining the challenge is simple.

Step 1: Name PETA as a beneficiary of your will or trust or another financial account such as a 401(k), an IRA, or a donor-advised fund.

Step 2: Tell us about your gift! Any amount qualifies.

Step 3: A group of generous PETA supporters will make an immediate gift of \$1,000 to PETA on your behalf.

Even if you're already a member of the Augustus Club, you can still participate in the Legacy of Kindness Challenge in the following ways:

- **Let us know about an additional gift for PETA in your estate plans.** For example, if you already notified us of a gift in your will but have recently added PETA as a beneficiary of your IRA or other retirement account, your new beneficiary designation will activate a match.
- **Create a life income gift to benefit PETA.** You can establish a charitable gift annuity or charitable remainder



trust to create reliable fixed income for yourself while also qualifying and growing your own legacy of kindness. (See the back page for more details.)

To tell us about your gift or learn more about the Legacy of Kindness Challenge, visit [PETA.org/LegacyChallenge](https://peta.org/LegacyChallenge).



Ready to Start or Update Your Plan?

Have you been meaning to create your will and update your beneficiaries, or do you simply want to update an existing plan? PETA has a free online resource available to help you.

FreeWill is an easy-to-use online platform that allows you to create or update your important documents in minutes. And if you've decided that you want to include a gift to PETA in your plans, it will help you do so. Visit [PETA.org/FreeWill](https://peta.org/FreeWill) to get started today.



You Are PETA: Dr. Krista Hiddema, Augustus Club and Vanguard Society Member

One of the many things that I love about PETA is that they never compromise! PETA has stayed true to the fight for complete animal liberation. Nothing less. And for that reason, I support PETA with annual donations and PETA is the primary beneficiary of my will, assuring my values will be supported by the work that PETA does long after I am gone.

While I have traditionally focused my animal activism on animals used for food, I recently saw PETA spring into action when it comes to animals used for clothing. I was horrified to

PETA has stayed true to the fight for complete animal liberation. Nothing less.

learn that a clothing brand I previously supported used shells of crabs and shrimp, known as “chitosante,” in its textile

manufacturing. I immediately called PETA, and they contacted the company and, in true PETA style, urged it to use only animal-free materials in the future! I’m inspired by PETA’s work within the fashion industry to create and promote non-animal materials that are also more eco-friendly.

For PETA, no form of cruelty to animals is too small to tackle—every single life matters—and that is why I am a loyal member of PETA’s Vanguard Society and Augustus Club.

Augustus Club and Vanguard Society Members: Leaders in the Movement to End Animal Suffering Now and Into the Future

Augustus was a real monkey whose true story is told in Ingrid's recently released 30th anniversary edition of *Free the Animals*. The **Augustus Club** was created in his honor to recognize the exceptional individuals who make animal protection a part of their legacy by including a gift to PETA in their will or trust or by naming PETA a beneficiary of an IRA or other retirement account, a life insurance policy, a donor-advised fund, or another financial account. With a deeply meaningful pledge for the future, these individuals help give animals the chance to experience life as it was intended: free from abuse, exploitation, and neglect.

If you would like to learn more about the ways in which your legacy can make a difference for animals, please contact us or visit our website. Our staff is always ready to answer your questions and assist you in creating your legacy.

PETA Legacy Gifts, 501 Front St., Norfolk, VA 23510
Legacy@peta.org | 757-962-8213 | [PETA.org/Legacy](https://peta.org/Legacy)

The **Vanguard Society** is named after a little rescued dog whose story is also told in *Free the Animals*. It recognizes supporters who are at the leading edge of PETA's vital work to end the suffering, abuse, and neglect of animals. They have turned their compassion into action by generously making an annual gift of \$500 or more in support of all the life-changing efforts PETA makes in behalf of animals suffering in laboratories, on farms, in the global clothing trade, in circuses, in breeding facilities, and anywhere else they're abused, neglected, or mistreated.

To learn more about the Vanguard Society, whose members are at the forefront of the movement for animal rights, please contact us:

PETA Vanguard Society, 501 Front St., Norfolk, VA 23510
Vanguard@peta.org | 757-622-7382 | [PETA.org/Vanguard](https://peta.org/Vanguard)

Together, through the power of our Augustus Club and Vanguard Society communities, we can continue to usher in a new world of freedom and respect for all animals and ensure that every animal's voice is heard—now and in the future.

A Gift That Protects Animals and Pays You Income

Have you been looking to supplement your retirement income? When you create a charitable gift annuity with PETA, you can make your retirement more secure by providing yourself, a spouse, or a loved one with dependable income for life—while supporting PETA at the same time.

Here's how it works: You make a gift of \$10,000 or more to PETA and in return receive annual payments of a fixed amount—the older you are when the payments start, the higher your payments will be. You will also be eligible to receive an immediate income tax deduction. After your lifetime, the balance of your gift annuity remains with PETA to help make the world a kinder place for animals. And because rates increased in January, now may be the perfect time to establish a charitable gift annuity. Be sure to check out page 5 to see how your gift annuity can qualify for the Legacy of Kindness Challenge!

For more information or to request a personalized illustration showing how a gift annuity could help animals and you, based on your age and gift amount, visit [PETA.org/Annuity](https://peta.org/Annuity) or contact PETA Foundation Vice President of Legacy Gifts Tim Enstice at 757-962-8213 or Legacy@peta.org.

