

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Jan Von Mossevelde
Global President and EMEA General Manager
icebreaker

July 14, 2025

Dear Mr. Von Mossevelde:

I'm reaching out on behalf of People for the Ethical Treatment of Animals (PETA) regarding two PETA Asia-Pacific investigations of ZQ, a long-time wool brand partner of icebreaker.

The [first investigation](#), which we shared with you in December, shows shearers kicking, beating, and stomping on sheep. Investigators saw many dead sheep on farms, including many dumped in trash pits. Multiple operations visited by investigators are among icebreaker's Growers Club members.

A new PETA Asia-Pacific [investigation](#) comes from a sheep slaughterhouse belonging to Silver Fern Farms, which buys sheep from a farm that sells wool to icebreaker. The footage shows the terror and suffering sheep endure once they stop producing quality wool.

Please watch the following [video](#), which shows:

- Sheep were forced onto conveyor belts where a worker shot electricity through their brains to stun them.
- A veterinary professor who reviewed the footage noted that the stunning was sometimes inadequate which holds the risk that some sheep may have been conscious and suffering, as indicated by the movement of their ears and tense heads.
- After this, the sheep were slaughtered by workers who severed their necks with a blade. Some sheep kicked their legs violently, and some twitched their ears after their throats were cut.

ZQ calls itself "the world's leading ethical wool brand," but the blatant disregard for animal welfare seen in these investigations underscores how certifications fail to protect sheep.

We're sure you will agree that this rampant abuse and extreme animal suffering call for swift action. This is not a matter of a few farms or a particular location. PETA exposés have now revealed cruelty at every one of the more than 150 wool operations investigated and at every stage of farm operations in the industry. We urge you to work swiftly to replace wool with sustainable and humane vegan materials. Are you available to meet next week?

Sincerely,

Tracy Reiman
Executive Vice President

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