

Many consumers are still unaware of the incredible cruelty inherent in the fur industry. The industry works very hard to keep these egregious abuses well hidden from the public. We hope that this information will encourage you to speak out against the fur trade and choose fur-free options. If you are a retailer, please consider phasing out the use of real fur.



FUR

More than 50 million animals perish violently each year on factory fur farms or in body-gripping traps in the name of "fashion." But fashion should be about finding creative, innovative ways to express yourself that don't involve immense suffering and death. Whether the fur came from an animal on a fur farm or one who was trapped in the wild, every fur coat, trinket, and bit of trim caused an animal tremendous suffering.

WHERE FUR COMES FROM

TRAPPING

Trapping causes immense pain and death to countless species of animals who are used in the fur industry, including bobcats, otters, coyotes, and others. Traps are indiscriminate and result in the death of non-targeted species, including dogs and cats, as well as endangered wildlife. **In just two years, 22 Vermont dogs were reported (so likely even more) caught in traps and were either injured or killed.** Trapped animals suffer from blood loss, predation, and broken bones and teeth from desperately chewing at the trap to free themselves. With no other hope of escape, trapped animals may resort to amputating their own limbs. Trappers callously label this grim act of despair "wring-off."

The suffering doesn't end when the trapper returns to check the trap, **since there are no regulations specifying how a trapped animal must be killed.** Trappers bludgeon, drown, strangle, and stomp on (to crush the trapped animal's heart and lungs) animals. If the animal is "lucky," it is shot in head. Often trappers don't want to damage the pelt with a bullet hole.



FUR FARMS

Eighty-five percent of fur comes from these ghoulish operations where animals are packed into tiny, stacked wire cages, preventing them from taking more than a few steps back and forth. This crowding and confinement is especially distressing to minks, solitary animals who may occupy hundreds of acres of wetland habitat in the wild. The anguish and misery of life in a barren cage leads animals to self-mutilate—biting at their skin, tails, and feet.



No federal humane slaughter law protects animals on fur farms, and the animals' deaths are as gruesome as their lives are grim. Because fur farmers care only about preserving the quality of the fur, they use slaughter methods that keep the pelts intact but that cause extreme suffering for the animals, including gassing, anal electrocution, and neck-breaking.

CHOOSE FUR-FREE FASHION

You can be an advocate for the millions of animals who languish in wire cages or in leghold traps to fuel the fur industry. You can start by not purchasing any item made with real fur. It is also important to let retailers know that you will no longer support them if they continue to sell fur—you, the consumer, hold the power. If you see someone wearing real fur, ask them if they're aware of the suffering that went into making their fur-trimmed coat or boots. You can hand them this brochure. If you would like Protect Our Wildlife to contact a retailer that sells fur and urge them to go fur-free, please email us at info@protectourwildlifevt.org

Have a heart!
Please don't wear fur.

Whether it's fur trim or a full-length coat, animals suffer and die.
Think about it.



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