

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Dear Ms. Rogers,

I'm writing to you on behalf of PETA and our more than 6.5 million members and supporters worldwide to urge you to end 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. As the new "Queen of Kind," you possess a deep awareness of the way your decisions affect the environment. You're pushing sustainability to the forefront and developing new products, like a reusable inner bag made from recycled materials, which is highly commendable. For too long, organizations such as Woolmark have been trying to *pull the wool* over the eyes of fashion-industry leaders like you by asking you to promote their industry as sustainable and ethical—but the reality is very different.

The International Woolmark Prize recognizes "design excellence using Australian Merino wool." However, when it comes to wool and Australia, there is nothing to celebrate. Wool production is a major contributor to the extreme environmental stressors that Australia has been experiencing recently, through unprecedented and devastating bushfires, which 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. Last year was Australia's hottest and driest year on record, and warmer weather, such as what is resulting from climate change, naturally increases the risk of extreme bushfires.

Sheep rival cows when it comes to producing methane, a far more potent greenhouse gas than carbon dioxide. 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. Sheep dipping also releases toxic chemicals into waterways, polluting water supplies and poisoning many species of fish, insects, and crustaceans.

In addition, wool is a horrific industry with regard to the treatment of sheep. PETA and our international affiliates have investigated 100 wool-industry operations on four continents (dozens of the operations were in Australia) and found abysmal conditions each time. Sheep were [routinely kicked, punched in the face, beaten with metal clippers, thrown to the hard wooden floors](#), and shorn so quickly and violently that they were often left with gaping wounds that were sewn together, without painkillers, right on the filthy shearing shed floors. Abuses were witnessed at every facility that investigators visited, even so-called ["humane" and "sustainable" operations](#).

We urge you to refuse to associate your much-respected name with an industry so harmful and cruel. Instead, you can support innovative new textiles, such as soy-based "vegetable cashmere," biodegradable Tencel, and fleece made from recycled plastic bottles, seaweed, hemp, and modal. Thank you for your time and consideration. We hope you'll cancel your involvement with the International Woolmark Prize for 2020.

Sincerely,

Dan Mathews
Senior Vice President

Affiliates:

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