

Canada Goose won't meet to discuss marketing claims with animal advocates

Two non-profits want to hear about company's claims of humane sourcing of animal products

NEW YORK – Canada Goose Holdings Inc., has refused a formal request for a meeting with multiple non-profits to substantiate their claims of humane and ethical practices behind the sourcing of their animal-derived products, namely coyote fur, goose down, and wool and shearling. Advocacy groups believe the claims made by Canada Goose are false, misleading consumers about their products.

Richman Law Group, acting on behalf of animal advocacy groups The Fur-Bearers (based in British Columbia, Canada) and Social Compassion in Legislation (based in California), sent a request for a meeting to discuss concerns with the claimed “humane” and “ethical” practices as outlined by Canada Goose. However, the company has declined a meeting and instead referred the groups to a law firm representing the company.

Coyote fur, goose down, and wool and shearling are common elements of the outerwear company's products, all of which they claim are ethically sourced. However, as outlined in the non-profits' letter by Richman Law Group, there is ample evidence that these claims cannot be verified across the production line.

“These types of animal-welfare representations are meaningful to consumers, and we invite Canada Goose to a productive discussion of the representations,” says Lesley Fox, Executive Director of The Fur-Bearers. “Canada Goose says it hopes ‘people recognize our commitment to responsible use and ethical sourcing of fur.’ We are preparing public advocacy campaigns to address harmful conduct in the clothing industry and hope Canada Goose will engage in an honest discussion of its production practices and how its practices are portrayed to the public.”

Because the request for discussions and meetings were declined by Canada Goose, The Fur-Bearers and Social Compassion in Legislation are exploring all legal options.

“At a time when major high-end fashion brands around the world such as Gucci, Prada, Versace and Michael Kors are dropping fur and entire cities and states are enacting bans due to the demonstrable lack of humaneness of the industry, it is shocking that Canada Goose won't be truly transparent with consumers,” adds Fox. “Fur is cruel, goose down is cruel, and wool and shearling are cruel. It's time to move forward to a more ethical and truly humane future.”

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