

Dear Mr Reiss,

I was shocked to learn that even though the majority of Canadians and global citizens abhor the use of fur, Canada Goose is still selling jackets made from trapped coyotes' fur and abused geese's down. It is critical that the company make the transition to animal- and eco-friendly faux-fur trim and synthetic down today.

Fur is a product of cruelty, no matter where it comes from. The Agreement on International Humane Trapping Standards—approved body-gripping and leg-hold traps that you cite to prove Canada Goose's commitment to "the humane treatment of animals" still prevent coyotes from escaping, and all too often, these animals languish against their will in these traps, typically for 24 to 72 hours. Mothers desperate to get back to their starving pups have been known to attempt to chew off their own limbs to escape. Animals who don't succumb to the elements, blood loss, infection, or predators are often strangled, stamped on, or bludgeoned to death when the trapper returns.

As for down, this product is not only inhumane but also inconsistent with your company's promotion of compassion and environmental stewardship. It's impossible to track feathers back to their original supplier and determine how they were obtained, since the physical products all look exactly the same. And ultimately, birds who are not live-plucked or force-fed still spend their entire lives in crowded, filthy conditions on factory farms before being killed in violent, painful ways.

In the 21st century, people can choose to be cruel or kind. With so many cruelty-free options available today that are durable, innovative, and warm, there's no need to use animal fur or down.

If you refuse to adjust your business model, the company will continue to be seen as a dying brand. Growing numbers of conscious consumers are becoming aware that Canada Goose is selling abused animals and are already turning their backs on this cruel business.

Yours,