



Calum Iain Maciver, CEO
Harris Tweed Authority

20 August 2025

Dear Mr Maciver,

Greetings from the People for the Ethical Treatment of Animals (PETA). It's clear Harris Tweed is having a moment, but as consumers weave their way toward loomed garments, they're also waving goodbye to animal wool, with thousands signing our [wool-free pledge](#). We urge you to switch from sheep's fleece to the superior plant-wool, hemp, and rebrand as *Harris Weed!*

No, we haven't been smoking anything, but I will be blunt: hemp, a perfectly harmless plant, is green, clean, and kind, while the wool industry abuses millions of gentle sheep and pollutes the environment. Moving from the latter to the former – and joining forces with farmers across Scotland and the UK to boost hemp yarn production – will help animals, the planet, and future-proof your business.

Sheep are intelligent, sensitive individuals who can recognise the faces of at least 50 other sheep, make friends, and even wag their tails like dogs do when they're happy. In the wool industry, they're bred to be burdened with unnaturally heavy fleeces, which can cause infections, and are used to justify painful mutilations. One [PETA exposé](#), spanning 49 operations across Scotland and England, revealed workers violently punching sheep in the face, slamming their heads into the floor, and beating, kicking, and throwing them. Shearers stamped, stood, and knelt on the panicked animals' necks and abdomens.

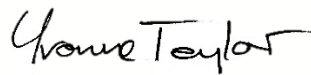
Sheep grazing also drives habitat degradation and biodiversity loss in the Hebrides. Irreversible climate change is "looming", and the UK's 30 million sheep release huge amounts of planet-warming methane into the atmosphere. Conversely, producing one kilogram of hemp generates just 19.5 kilograms of CO2 equivalent (compared to sheep's wool's 80.3 kilograms), and absorbs more CO2 than it emits. Aberdeen University [researchers found](#) that hemp even has the potential to make Scotland's agricultural sector carbon neutral.

Evolving to hemp wool as Harris Weed would bring the fabric into the now and beyond, helping animals and protecting the delicate ecosystem that makes the Hebrides special. We'd love to promote such an innovation; we've even created a new logo for you, which you're welcome to use.



I appreciate your consideration.

Sincerely,



Yvonne Taylor
Vice President of Corporate Projects, PETA

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