



Buyer beware: avoiding real fur isn't as easy as reading labels

Survey shows 79% of BC residents oppose killing animals for fur

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VANCOUVER – Christmas shoppers need to be vigilant when buying clothing and accessories this season, with 79% of BC residents opposing killing animals for their fur, but a lack of clarity on what products might be real or faux.

The Fur-Bearers, a national non-profit based in Vancouver that advocates for fur-bearing animals in the wild and in confinement, has released data from an Insights West survey that shows 57% of residents strongly oppose killing animals for their fur, and 22% somewhat oppose it.

“It cannot be more clear to us that people in British Columbia want to make fur history,” says Adrian Nelson, Director of Communications at the Fur-Bearers. “This survey shows that a large majority of residents are outright against killing animals for their fur, even in rural and male demographics. Yet when consumers go to stores for their holiday shopping, they cannot know if material is faux or real fur.”

Under the Textile Labelling Act, fur does not need to be listed on a material label unless it has been removed from the skin – a rarity for most clothing and accessories. That means it is up to retail outlets to disclose – if they know – when a product is real or faux fur. Following the defeat of Bill C-246 in parliament earlier this year, it remains legal to import and sell unlabeled domestic dog and cat fur.

“The Fur-Bearers have advocated extensively for fur labelling, but the fur industry and government have blocked any private members bills that would protect consumers,” says Nelson. “We are advising all holiday shoppers that, for now, it’s ‘buyer beware’ when it comes to purchasing any item that looks like fur. It is wise to simply avoid any fur-like material until such time comes that either our provincial or federal governments choose to put consumers ahead of lobby groups.”

The Fur-Bearers also recommend talking with family members, friends, or loved ones prior to holiday shopping to learn how they feel about inherently inhumane fur products. To learn more about how fur is procured in Canada – on factory-styled farms or in cruel traps – visit MakeFurHistory.com.

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