

Media information of December 1, 2010

False labeling and terminological juggling in the fur industry

We will not rest in our combating of animal fur. The revised and redesigned information platform of the Zurich Animal Protection Association, pelzinfo.ch, provides consumers, the media, and animal-lovers with relevant information on the topic of „animal fur“. „Facts instead of claims“ is our motto.

Thanks to simple research, pelzinfo.ch was, for instance, able to discover how the fur industry misleads consumers with product labels. The „Origin Assured“ label of the International Fur Trade Federation (IFTF) states that fur stems from countries where laws and standards are in place but it does not inform that the legal situations in fur-production countries allow for the „legal“ production of fur under torturous circumstances. In the U.S., for instance, Arctic foxes are held in mesh wire cages of 0,6–1 m² – and there are not legal stipulations.

Breeding animals for fur is not profitable in Switzerland: Our Animal Protection Act requires minimum indoor enclosures of 8 m² and minimum outdoor enclosures of 40 m² for Arctic foxes. Obviously, this makes the holding of fur animals a by far too costly undertaking. Contrary to this, in Finland and Denmark, there are no legal stipulations but only recommendations. Unbelievable but true: with its „WellFur“ label, the European Fur Breeders' Association (EFBA) claims that „the well-being of the animals is our main concern“. The website pelzinfo.ch provides in-depth information on the specific holding conditions in fur-producing countries.

Time and again, fur farmers are shown as everyday farmers. But this is far from being true. In Switzerland, we have clear laws governing the holding of useful or farm animals. And every Swiss farm is controlled at least once a year. A fur farm in Scandinavia, however, is not a farm but an animal factory.

There is no such thing as species-appropriate animal holding!

Contact: Press Office of the Zurich Animal Protection Association:

Johannes Kornacher, asm Agency for Social Marketing, tel. 043 388 31 41
johannes.kornacher@asm-cc.ch

Contact Zurich Animal Protection Association:

Bernhard Trachsel, Managing Director,
tel. 044 261 43 36; btrachsel@zuerchertierschutz.ch