Dear [shop owner],

I have been a patron of your store for the past ([XX] years / I have been a member of the local community [XX suburb] for [XX] years}.

I am shocked to discover that you sell products made from fur; due to the inherently-brutal industries of fur farming. I am respectfully requesting that you discontinue profiting off is barbaric industry.

Contrary to industry publications meant to cultivate an appeal to vanity or luxury, the standardized policies regarding animals bred and killed for fur and skin additionally include housing in crowded enclosures where animals live in diseased conditions, inadequate nutrition, and an environment where animals pace relentlessly due to illness, boredom, and pain. These animals are typically caught in barbaric traps or bred to be killed. These inhumane conditions are typical of the fur industry – they are the norm, not the exception.

The evidence of inhumane treatment is not disputed in today’s world. The Swiss Animal Protection investigators have observed and documented the conditions in fur farms which are listed at the bottom of the letter. These practices are common in **all** countries exporting fur products to Australia, whether your fur is imported from China, Ukraine, Denmark or France.

Please reconsider your position by investigating alternatives to fur products. Your action will go towards promoting kindness and environmental protection of our world.

[NAME]

Notes:

Findings of the Swiss Animal Protection Investigation are as follows:

* Stunning of animals by repeatedly striking their heads and bodies with a metal or wooden stick or the swinging of animal by their hind legs so that their head strikes the ground repeatedly.
* Animals hung by their legs or tails to be skinned, many of which are still alive, conscious and struggling.
* The use of knives to cut through the rear of the belly of animals and workers wrenching the animals’ skin from their suspended bodies until the skin comes off the body and over the head.
* The bloodied bodies of animals being thrown into a pile of carcases, many of the animals still alive, breathing in ragged gasps and blinking slowly.