

AGM, July 17, 2008
Burberry Statement

Thank you. My name is Bruce Friedrich, and I represent People for the Ethical Treatment of Animals and our more than 2 million members and supporters worldwide as well as the 93 per cent of the British public who, according to the latest polls, are opposed to wearing fur.

As you may know, fur farming is illegal in the United Kingdom, and high-profile designers from Ralph Lauren to Stella McCartney won't use it. Burberry is forced to buy from fur farms in Finland because fur farms are so cruel to animals that they are illegal in the United Kingdom.

In Finland, where all of Burberry's fur comes from, animals are still kept in tiny cages, are exposed to harsh weather extremes from which they cannot escape to a den, and are prevented from engaging in any natural or enjoyable behaviours. Imagine spending your entire life in an area the size of your bath tub with one or two people you don't know – **that** is life for every one of the animals killed for Burberry's fur and fur-trimmed coats.

Burberry's only current supplier, Saga Furs, has no welfare standards beyond the paltry legal minimum in Finland, and you can see how pitiful that is on PETA's Web site www.PETA.org.

Animals on Burberry's supplier fur farms are unable to move about enough to stay warm, cannot seek shelter and often suffer from all sorts of ailments, including parasites and lung infections. Watch the video footage, and you will see that the intensive confinement also causes them to go insane.

An iconic British company like Burberry should follow the will of the British people who overwhelmingly say they are appalled by fur production and would never wear or buy fur.

PETA has requested meetings with Burberry to discuss how easy it would be to make the switch to luxurious faux-fur or other materials – all of which are cruelty-free and of the highest possible quality and do not require any of the toxic chemicals used by the fur industry to stop carcass decomposition.

My question is this: When will Burberry stop supporting cruelty to animals which is so extreme that it is illegal in most of the developed world and respect the will of 93 per cent of the British public by removing all fur products from your stores?