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TELEFAX

TO _____

FROM Mr MAURI LEIVO / ANIMALIA , FINLAND

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DATE 3.2.1993

Dear Colleagues,

ACTION ALERT: * FINNISH FUR FARMING
 * EXPORT OF FINNISH FURS TO YOUR COUNTRY

Some time ago we asked your help to influence the buyers, who are coming to Finnish fur auctions in this spring. Now, we ask your help again to stop shameful fur farming in Finland.

During Feb-March many remarkable fashion fairs will take place in Europe. So, now it is the time when Finnish fashion designers will exhibit their selection of clothes for next winter. These clothes will certainly include fur coats and clothes with fur trimmings.

At the moment practically all Finnish fox and raccoon dog furs are used as trimmings for clothes. The fur trade has been forced to see that fox fur coats are totally out of fashion in the world. They think that the fashion of fox trimmings will continue for a couple of years. Now, we should try to get all kinds of fox fur clothes out of fashion.

It is very important to direct the action to people and firms dealing with fashion and markets of clothes. Most consumers will buy exactly those clothes which are impressively introduced to markets by salons and shops. We are sure that you could affect both Finnish fashion designers and European buyers of Finnish design by different ways, of which we can make some suggestions:

- sending a letter to Finnish fashion designers and producers, telling them to stop using fur in clothes because of serious animal welfare and environmental problems in Finnish fur farming. Demand them to use other material on the trimmings of hoods of coats: cotton, artificial fur etc.
- sending the letter to buyers of the clothes and to daughter companies of Finnish fashion enterprises in your country, telling them about the serious problems in