

NO FURTHER INFORMATION



World Society for the Protection of Animals

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Two years ago the World Society for the Protection of Animals launched its worldwide consumer awareness campaign to protect fur bearing animals. The message was clear: "Wearing fur is a moral issue". The simple theory behind the campaign was that when people stop buying fur, animals would not be trapped in the wild and bred on fur farms anymore. Now, two years later, we continue to see an expanding network of animal friends who are involved in the protection of fur bearing animals. In many countries the World Society for the Protection of Animals was able to get new initiatives started and to support those who were already active. Over 200 animal welfare societies work with WSPA in the NO FUR campaign. Hundreds of thousands of posters, leaflets, stickers, t-shirts, cards etc. in many languages have found their way throughout the world. Two years after the start of its campaign WSPA can now present its famous "Baby Red Fox Poster" in Japanese and in Russian. New markets are targeted by the fur trade. New consumers are warned in time about the cruel facts behind the luxury article that is called fur.

The NO FUR campaign is a battle that we are about to win. Traplines are disappearing, fur farms are closing down, furriers are selling their shop. There is no money in fur anymore. The consumer is on strike and might be forever. But loosening our grip would be disastrous. Millions of dollars are spend every year to promote fur. With the limited means we have we must make sure that ethics will prevail.

This issue of NO FURTHER Information reaches the decision makers in animal welfare. Let us make the decision that fur will be banned forever.

Harrods Drops Fur

The United Kingdoms' most respected department store has decided to close down it's fur department. In Harrods' staff magazine it reads: "Harrods delivered a Valentine's Day present for animal lovers the world over with the announcement that the fur department will close at the end of April". The closing down of the Harrods' fur department after nearly 100 year has been the wish dream of many animal activists in the U.K. Fur sales at Harrods dropped 40 % in the last 3 years. Canadian supplier Grosvenor loses a £ 20 million pound contract. Something Canadian fur bearing animals will not really be weary of.

source: The Daily Telegraph February 14 1990

European Parliament On Survival Trip

Recently, the Canadian Government, the fur trade's major ally, organised an information tour for representatives of the European Parliament. Five MEP's left for an adventurous tour along traplines. Among them was Mrs. Mary Banotti, Irish MEP and rapporteur for the Commission on Environment. She is to prepare a report on the ban on the import of fur from countries that have not banned the use of the steel jawed leghold trap.

Her opinion is important in the process of developing proper legislation. Surprisingly, Mrs. Banotti easily gave in to the misleading brainwashing that was prepared for her in Canada. In her view development of a human trap suddenly seemed a realistic option in spite of many years of useless research. Enough reason for Mrs. Banotti to plea for a delay of European measures. A delay that will cost the lives of millions of animals.

Source: Minutes of Intergroup on Animal Welfare
15 March 1990

Norwegians Lose Crowns

The April fur auction in Oslo-Norway, where pelts of ranched mink and foxes are sold, turned out as a defeat for the trade. Only 50 % of the 270,900 fox pelts that were offered for sale were sold. Of the 651,800 mink pelts 49,570 or 8 % were sold at very low prices. An average of 116 Norwegian Crowns (US\$ 17.00) for each pelt, prices are only one third of the 1985 average prices. Demand has simply stopped and will have a major impact on the number of farms in Norway this

Source: Oslo Fur Auction, April 1990