

Dear Friend of Animals,

As you've probably read in the papers or heard on the news, an animal rights group is taking on and winning a battle against the multi-billion-dollar wool industry over their cruelty to animals!

That group is PETA, People for the Ethical Treatment of Animals.

Here in Australia, where the majority of the world's merino wool originates, lambs have been put through a painful procedure: mulesing mutilations which involve cutting chunks of skin and flesh from the animals' backsides without any painkillers. The tiny lambs are in pain for days – even weeks – afterwards, as their cortisol levels have shown. When they do stand and manage to move about, they are not only scarred for life but also scared of human contact, and rightly so.

The ranchers perform this barbaric ritual in a crude effort to prevent “flystrike”. Merino sheep are bred to have extra wrinkles in their skin – something that makes the summer heat especially hard on them – because farmers thought they could sell more wool that way. These wrinkles collect urine and faeces. Flies lay eggs in these folds of skin, and the hatched maggots may eat the sheep alive.

There are humane alternatives to mulesing mutilations: better flystrike prevention measures, better animal husbandry and, most important of all, breeding sheep to have smooth rumps (as New Zealand sheep farmers have already done).

Because of our hard-hitting campaign against this cruelty, historic progress is now being made. Retail giants Abercrombie & Fitch, Victoria's Secret, Timberland and Perry Ellis – and dozens more – have stopped buying cruelly produced wool. Others, including HUGO BOSS, are phasing out all purchases of wool from mulesed lambs.

The wool industry is reeling, and the total abolition of mulesing mutilations within the next few years seems likely. That is, in fact, what PETA is all about: ending cruelty to animals. I hope our persistence and our commitment to do what it takes to help all animals – from gentle sheep to loyal dogs – will inspire you to support us today. Please join us in our crucial campaigns to help animals here and around the world.

Very truly yours,



Ingrid E Newkirk  
Founder

PS Please take a moment to read my enclosed letter about PETA's effective campaigns. Our work gets results. But we can't win victories for animals without the support of caring people like you. So please make a donation today and support our groundbreaking work to save animals' lives. Thank you.