

Animal Welfare in Fashion

Towards a truly ethical
and transparent fashion
industry



2021

Wear it Kind 



Animal Welfare.
Worldwide.



good on you



Animal Welfare.
Worldwide.

ABOUT FOUR PAWS

FOUR PAWS is the global animal welfare organisation for animals under direct human influence. FOUR PAWS reveals animal suffering, rescues animals in need and protects them through our sanctuaries and campaigns. Founded in 1988 in Vienna by Heli Dugler, the organisation advocates for a world where humans treat animals with respect, empathy and understanding.

FOUR PAWS' campaigns and animal welfare projects focus on animals who are abused within the fashion industry, companion animals including stray dogs and cats, farm animals, and wild animals – such as bears, big cats, and orangutans – kept in inappropriate conditions, and animals who suffer in disaster and conflict zones. With offices in Australia, Austria, Belgium, Bulgaria, Germany, Kosovo, the Netherlands, Switzerland, South Africa, Thailand, Ukraine, United Kingdom, USA, and Vietnam, as well as sanctuaries for rescued animals in eleven countries, FOUR PAWS provides rapid help and long-term solutions for animals.

FOUR PAWS has achieved many lasting improvements for animals used within the textiles industry. In recent years this includes:

- Working with the European bedding industry to lead a successful industry wide transition away from the down of live plucked and force-fed ducks and geese.
- Continued support of the highly successful Fur Free Retailer program, a network of over 1,500 brands and retailers who stand united in their commitment against fur.
- Assisting the development of animal welfare certification systems, such as the Responsible Down Standard and the Responsible Wool Standard.
- Mobilising over 30 international brands to sign a Letter of Intent calling for a mulesing free future by 2030 for the Australian wool industry.
- And most recently, launching the Wear It Kind animal friendly program internationally, backed by over 1,000,000 people.

FOUR PAWS is committed to working with industry to achieve long-lasting change for animals. We highlight the problems and help to identify solutions, learning together as we go, on the path towards a truly responsible and ethical fashion industry which values animal welfare.



ABOUT GOOD ON YOU – PROJECT PARTNER

Good On You is the world-leading sustainability ratings platform for fashion. Since 2015, they've rated thousands of brands' impact on the planet, people, and animals. Good On You harnesses the power of consumer choices to create a more sustainable future in fashion. And today, millions of shoppers around the world use Good On You's app and online [brand ratings directory](#) to buy better.

Leading industry bodies, civil society experts, and sustainable fashion advocates endorse Good On You's robust rating methodology, which evaluates each fashion brand on up to 500 data points across 100 key sustainability issues. The simple and easy-to-understand ratings—ranging on a five-point scale from 'We Avoid' to 'Great'—are based on the belief that everyone has a right to know where our clothes are made, who made them, and from what materials.

Good On You is a leader in the movement for a more transparent, ethical, and sustainable fashion industry. Everything they do contributes to UN Sustainable Development Goal 12: “Ensure sustainable production and consumption patterns.” By inspiring millions of people to shop more consciously, Good On You’s ratings drive demand for sustainable products and incentivize an increasing number of brands to put ethics and sustainability at the heart of their business.

ACKNOWLEDGEMENTS

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Key Findings



The demand for animal-free fashion is rapidly growing, and concern by consumers over animal welfare have only heightened since the COVID-19 pandemic. And while more brands are prioritising animal welfare in 2021, there is a long way to go before the fashion industry can be considered as achieving even a basic level of animal welfare.

Translating policy into action remains the biggest challenge in fashion, thus greater transparency in animal welfare is needed to hold brands accountable. To achieve this, brands should reduce their use of animal derived materials, commit to using animal welfare certifications in their production, actively help to strengthen certification initiatives, and cease the use of inherently cruel materials, as well as move away from animal derived materials where the mitigation of most cruel practices cannot be assured.

Best

Stella McCartney
Another Tomorrow
Icebreaker
Takko
Afends
Armedangels
Mara Hoffman
NIKIN
People Tree
Smartwool

Worst

Hermès
Fendi
Prada
Dior
Louis Vuitton

Max Mara
Michael Kors
Coach
Moncler
OFF-WHITE

Animal Welfare
in Fashion 2021

Best & Worst in Fashion 2021

'Best' brands were those with the top 10% of scores and rated 'Good' by Good On You for animal welfare. 'Worst' brands were those with the lowest 10% of scores from the total sample of brands researched in 2021.

For most of the brands that made the bottom of our list in 2021, we found these typically:

- Do not prohibit the use of wild animals for textiles.
- Do not have formal animal welfare policies.
- Do not have time-bound commitments to source from certified supply chains.
- Lack transparency not just in animal welfare, but in their policies and practices overall.

Brands are encouraged to continue improving their animal welfare practices and to seek advice from experts in the field, such as FOUR PAWS.

As the world now realises the risks poor states of animal welfare poses for the inception of pandemic diseases such as COVID-19, it has never been more important to work collectively to improve the world for animals and secure a healthier and sustainable world.



Animal Welfare.
Worldwide.

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Gerald Dick,
Chief Programmes Officer
FOUR PAWS

Foreword

2021 has been a distinctly challenging year. With the impacts of the COVID-19 pandemic intersecting with the increasing global attention on our climate emergency, the last 12 months have forced consumers, suppliers, and industries to reflect on and re-evaluate many of our existing processes, behaviours, and choices.

One such example was the pandemic bringing into the public consciousness yet another reason cruel animal industry practices in fashion must end. The spread of COVID-19 across mink farms in Europe and North America resulted in the mutative transmission to humans and brought home the risks that factory farming conditions pose to public health, as well as the health of farmed animals and wildlife.

Thankfully, the reporting of the brutal mink culling that followed has led to an increasing number of countries around the world responding to protect fur animals through stricter national legislation or by completely banning fur farms.

We also witnessed the development of a new vaccine in record time. This modern human triumph serves as an inspiration and reminder that when we work together in the face of seemingly insurmountable and complex challenges, we can achieve remarkable things.

As we emerge into this new phase of 'living with COVID', the work must continue for us all to do our part in safeguarding not only human and environmental health, but the welfare of animals too. By taking collective efforts to recognise and promote animal welfare, we can help mitigate risks of future pandemics and support the health of our climate, environment, communities, and economies.

We have partnered with Good On You to bring analytical rigour and evidence-based research to highlight the good progress being made on animal welfare in fashion, and at the same time demonstrate the clear need for more to be done by the fashion industry to protect animals from cruelty. Since its launch in 2015, Good On You has become the world's leading source of consumer information regarding brand sustainability practices in fashion and we are proud to be collaborating with them on this important initiative.

FOUR PAWS and Good On You are both working to create a more ethical and animal-friendly fashion future, and we extend our thanks to Good On You for their proactive efforts to include animal welfare within their sustainability framework.

We are confident this report will be a useful tool to highlight the progress of fashion brands and support the industry to help drive lasting improvements for animals. FOUR PAWS remains committed to working with fashion brands to improve the world for animals, people, and the environment.



Executive Summary

FOUR PAWS, in partnership with Good On You, has developed the second edition of *The Animal Welfare in Fashion Report* to highlight animal welfare as a vital component of ethical fashion and provide key insights on how the industry is currently performing and can move to achieve progress.

In our 2020 report, we developed a global sample consisting of 77 brands. In 2021, this was expanded to 111 brands spanning 14 countries. We applied Good On You's detailed methodology to assess each brand's progress in animal welfare¹.

Here is what we found.

GOOD PROGRESS HAS BEEN MADE ON ANIMAL WELFARE IN FASHION SINCE OUR BASELINE ASSESSMENT IN 2019

14% of the brands in our sample that had been assessed by Good On You at the time of our 2019 research have moved to a higher Good On You rating for animal welfare in 2021. FOUR PAWS has directly engaged at least 50% of these brands in the last two years.

While the average score for animal welfare in 2021 is 60%, the representative sample of brands in the Outdoor and Sustainability market segments lead the way with higher-than-average scores of 71% and 76% respectively.



BRANDS ARE INCREASINGLY PRIORITISING ANIMAL WELFARE

In 2021, 57% of brands have a formal animal welfare policy. This is more than double the figure for the sample of brands researched in our 2020 report. Animal welfare in fashion is now communicated as a bigger priority for the industry than we expected, with 15% of brands rating 'Good' by Good On You for animal welfare *i.e.*, scoring between 75-90%.



DESPITE RECENT PROGRESS, ANIMAL WELFARE IN FASHION HAS A LONG WAY TO GO



23%

Six of the nine market segments² analysed in our research perform below the average score in the sample. Luxury brands particularly are behind the curve when it comes to animal welfare, with an average score of just 23%. We found for most of the brands with the lowest performing 10% of scores for animal welfare i.e., those that made our list of 'Worst' rated brands in 2021, they typically:

- do not have formal animal welfare policies,
- are yet to make time-bound commitments to source materials certified to robust animal welfare standards where these are available,
- do not prohibit the use of wild animals for textiles, and
- lack transparency not just in animal welfare but in their policies and practices overall.

TRANSLATING POLICY INTO ACTION REMAINS THE BIGGEST CHALLENGE FOR FASHION COMPANIES

Despite growing concerns by consumers, which have only magnified in the wake of the COVID-19 pandemic, our qualitative findings show that animal welfare is frequently overlooked by most brand materiality assessments. Meanwhile, most animal welfare policies by brands fail to reflect the latest scientific developments informing animal welfare best practice.



32%

Several certification initiatives aim to address animal welfare, including the Good Cashmere Standard, the Sustainable Fibre Alliance, and the Textile Exchange Responsible Down and Wool Standards. Such certification initiatives can be an important avenue for fashion brands to help ensure higher standards of animal welfare and be able to verify claims made to the growing number of consumers concerned about animal cruelty in the products they purchase.

However, despite 94% of brands using wool and 61% of brands using down just 32% of brands source certified wool or down. In fact, our qualitative findings indicate that most brands continue to use animal derived materials with only limited supply chain traceability and transparency.

While the challenges for animal welfare in fashion cannot be solved overnight or by brands alone, there are practical steps that brands can take today to improve animal welfare outcomes overall for the millions of animals around the world impacted by fashion.



FOUR PAWS RECOMMENDATIONS FOR BRANDS

In the wake of the COVID-19 pandemic, FOUR PAWS joins the calls on brands to create a sustainable model of fashion production and consumption – and one which helps to significantly reduce the risk of another pandemic and promote a healthier and more sustainable world.

The interconnectedness of animal welfare, human wellbeing, and the physical and social environment is summed up as the 'One Welfare Framework'¹³. Below we summarise our recommendations to enable fashion brands to navigate animal welfare successfully through the 'One Welfare' approach.

Cover the fundamentals on animal welfare

It is important that brands adopt policies geared towards industry best practice. Best practice means:

- following '*The Five Domains*' model to achieve an excellent state of animal welfare,
- banning all wildlife products and others where achieving an adequate standard of animal welfare cannot be foreseen, and
- committing to being a transparent business, which enables customers to make truly informed decisions.

Brands can now refer to the FOUR PAWS [Animal Welfare Policy Development Guidelines for Fashion Brands and Retailers](#) to develop formal policies based on best practice recommendations.

Make a credible commitment

It is important that Brands make commitments to:

- **reduce** the use of animal products,
- **refine** animal-based supply chain choices to ensure and encourage higher levels of welfare, and
- **replace** animal products with sustainable animal-free alternatives.

Assess, monitor, and report on progress in animal welfare

To integrate a holistic approach to animal welfare, it is important that brands incorporate animal welfare considerations and accountability across all relevant departments and report on the use of animal derived materials. This should include time-bound commitments to phase out materials and the proportion of uncertified and certified materials used by the brand.

By working together to make animal welfare a priority, animal protection organisations, fashion brands, producers, and shoppers can secure a healthier and more sustainable world.





Introduction

The future
of fashion is
'One Welfare'

The COVID-19 pandemic has ushered in a new era of responsibility for brands to create a sustainable model of fashion production and consumption – and one which helps to significantly reduce the risk of another pandemic and promote a healthier and more sustainable world. It has also demonstrated that health must be thought of in a holistic and interdisciplinary way⁴. The human relationship to animals and nature must shift away from a solely human centric approach towards one considerate of the interplay between human activity, animal welfare and nature.

The interconnectedness between animal welfare, human wellbeing, and the physical and social environment is summed up as the 'One Welfare Framework'.⁵ This goes beyond efforts to reduce disease, to actively promote and maintain wellbeing and enhance outcomes that benefit all at the human-environment-animal interface.

Since the pandemic, a scientific assessment by the United Nations Environment Programme⁶ and interviews of scientists by FOUR PAWS across a range of disciplines⁷ have confirmed that a higher level of animal welfare would have positive effects on human health, animal health, the economy, climate, agriculture, and nature conservation – all which impact, and are impacted by, the global fashion industry.

The 'health footprint' of every brand therefore involves the responsibility to address: *i)* consumer health; *ii)* employee health; *iii)* community health; and *iv)* environmental health⁸. 'In the 'One Welfare Framework', underpinning' these four areas of a company's health footprint are the actions taken to address the dysfunctional way we relate to and exploit animals in today's modern world, both through animal agriculture and the wildlife trade⁹.

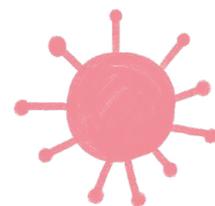
Foremost, brands need to consider the land dedicated to keeping and feeding farm animals who contribute to the production of leather in fashion, which amounts to more than 77% of total agricultural land¹⁰ and is contributing to biodiversity and habitat loss, and bringing wild pathogens closer to humans and farm animals.

The animal keeping conditions are also a factor. When animals suffer and endure cruelty, their immune systems are weakened, creating the perfect conditions for diseases to spread between animals¹¹. As animals are crammed together in factory farms, fur farms and live markets, it dramatically increases the risk of diseases spreading¹². And when we add humans to the mix, this can have deadly consequences as some pathogens develop the ability to jump into other species – just like we have seen with COVID-19¹³.

What we have also seen is that COVID-19 was a wakeup call, not just for governments and companies, but consumers too. As brands cancelled orders and garment workers risked their lives to save their jobs, consumers became more aware than ever of the ethical, social, and environmental issues amid global fashion supply chains.

A survey by YouGov across 12 markets¹⁴ earlier this year found that one in two adults have changed their purchasing habits since COVID-19 reached their country¹⁵. Of those that have changed their purchasing habits since COVID-19, over a third (35%) now seek out sustainable clothing with higher animal welfare credentials, while more than a quarter (26%) have decided to avoid animal-based fashion altogether¹⁶.

Beyond being evaluated on brands' short-term responses to COVID-19, resilience in the post-COVID context will require all brands to demonstrate long-term commitments to create and sustain a healthier world¹⁷.



If we are to significantly reduce the risk of future pandemics and preserve the health and wellbeing of our climate, environment, communities, and economies, as promoted by the One Welfare Framework, animal welfare must be made a strategic priority for all brands¹⁸ – a move that will make business sense in the immediate and long-term.



WHY BRANDS MUST DEVELOP NEW ANIMAL WELFARE POLICIES

Most brands' animal welfare policies are inadequate. In part this is because they are based on the '*Five Freedoms*' principles¹⁹ and have not kept up with new knowledge. While the '*Five Freedoms*' are a good start, the latest scientific research has found this to be an outdated tool for addressing animal welfare²⁰.

The *Five Freedoms* focuses on preventing animals from having negative experiences, such as thirst, hunger, pain, and fear. However, research tells us that animals can never be completely free from negative experiences, some of which are necessary for the animal's survival. We also know that animals can, and many shall, have positive experiences too²¹.

A better approach is based in the '*Five Domains*' model of animal welfare that we discuss in the following section, which considers the role of the mental state of an animal in more detail and acknowledges that animals are able to have positive experiences to enhance their quality of life.

While there are many reasons for brands to develop comprehensive animal welfare policies, from meeting growing consumer expectations to mitigating business risks, brands can also leverage major change for animals.

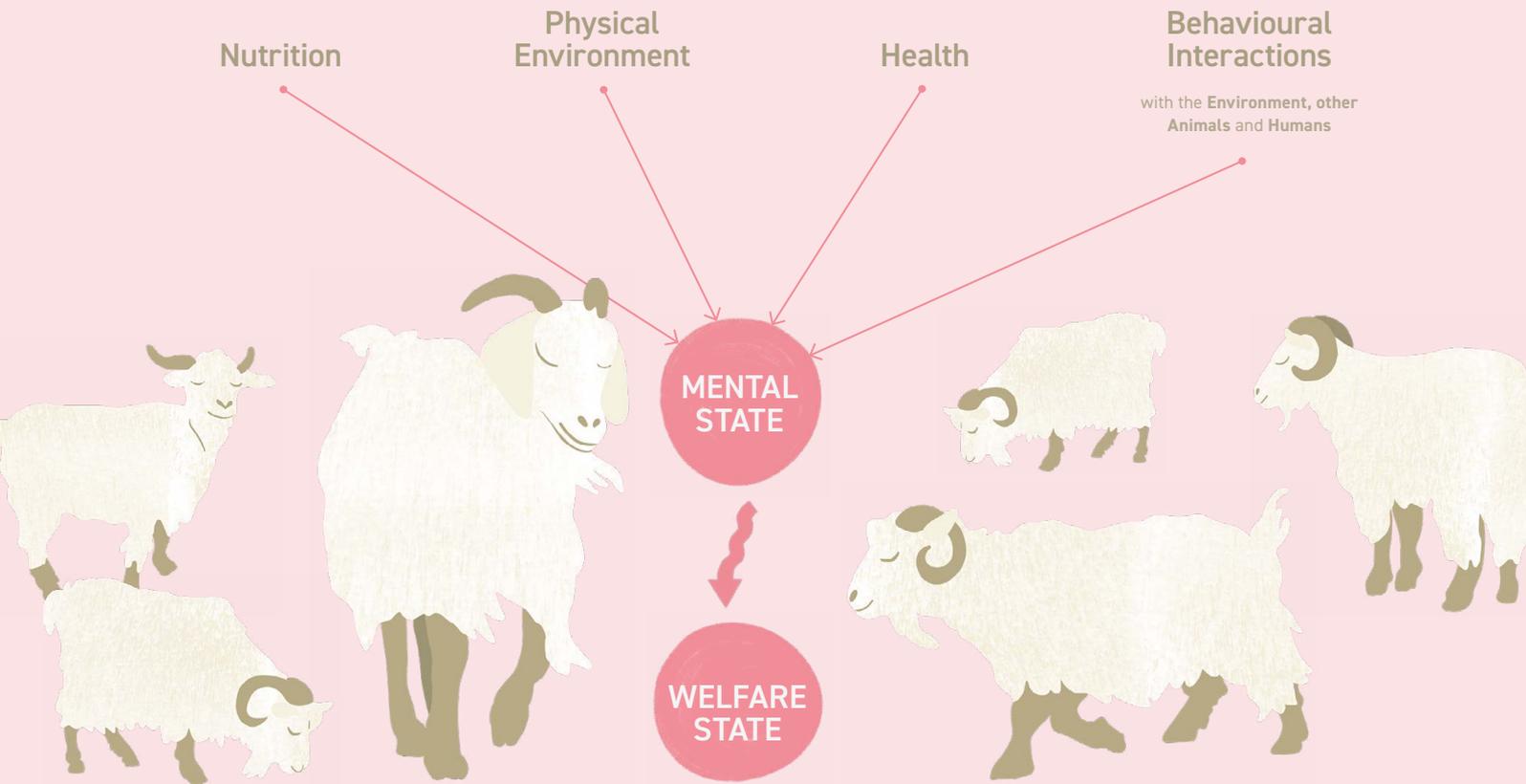


Image: © FOUR PAWS – 'The Five Domains Model' of animal welfare created by Prof. Emeritus D.J. Mellor

THE GOAL OF ANIMAL WELFARE

Before fashion brands can start to promote animal welfare alongside priorities to protect and enhance human wellbeing, and the physical and social environment, brands must first broadly understand what animal welfare is and what it aims for.

According to the latest scientific evidence and outlined in 'The Five Domains Model' created by Prof. Emeritus D.J. Mellor, **animal welfare is the sum of the total mental experiences** i.e., 'mental state' of an individual animal at a given time²². This mental state includes both negative and positive experiences, which fluctuate in time according to the interplay of functional domains in the animal's life²³:

1. the quality of the individual animal's nutrition,
2. the physical environment it lives in,
3. its health status, and
4. its behavioural interactions within its physical and social context.

All these factors may vary in time, leading to changes in overall welfare within a range from good to bad²⁴. *Regular monitoring* is therefore essential for animal

welfare to be managed well and ultimately to ensure a positive quality of life overall²⁵. This goal can be achieved by keeping negative experiences as mild and as few as possible and to enable animals to also have positive experiences²⁶.

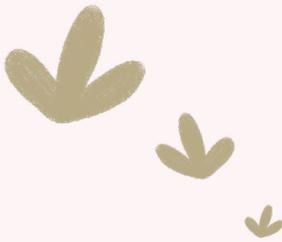
Certification initiatives therefore can be an important avenue for fashion brands to ensure higher standards of animal welfare in their supply chains. Uptake of certifications by large fashion brands is an important driver for improving the welfare standards for animals overall. Doing so, brands can demand their supply chain partners be verified against higher standards of animal welfare and influence change in production countries where the capacity to monitor and enforce animal protection and welfare laws are often inadequate.

However, our initial analysis of animal welfare certification initiatives has found that none of the standards underlying existing certification initiatives apply 'The Five Domains' of animal welfare. For this reason, FOUR PAWS sees an important opportunity and strongly encourages large brands to play an active role in strengthening certification initiatives.

WHAT WE WANT BRANDS TO DO

The '3 Rs' for positive animal welfare overall

To enable regular monitoring of individual animals and ensure a positive quality of life overall is largely new to textile production systems, as opposed to food production systems for example. Therefore, we call on fashion brands to adopt a holistic approach to animal welfare by acting to:



Reduce

The brand's overall volumes of animal derived materials used.

Refine

The brand's design, sourcing, and procurement choices so that they encourage and ensure higher levels of welfare within animal-based supply chains, including:

- strictly prohibiting or phasing out the most controversial and unnecessary practices and farming systems which cause suffering to animals,
- using certifications which mitigate most cruel practices to enable traceability and the verification of claims made in relation to animal welfare, and
- joining multi-stakeholder initiatives that address animal welfare to keep up to date with industry advances and help to drive industry solutions.



Replace

The brand's animal products with sustainable animal-free alternatives.

The developments in sustainable animal-free materials are expanding the frontier for innovation in fashion, and brands play an important role in scaling these solutions now more than ever, as we move to use regenerative, plant-based materials.





Report Methodology

SELECTING BRANDS

With input from experts in our national offices in the United States (USA), United Kingdom (UK), Germany, Switzerland, Netherlands, Bulgaria, Australia, and South Africa, we were able to select an international sample of 111 fashion brands spanning 14 countries with representation across 9 fashion market segments²⁷:

- Luxury
- Sports
- Outdoor
- Online or 'digital-first' Retailers
- Supermarket / Chain Retailers
- Department Store Retailers
- Mid-point / Premium
- Fast Fashion
- Sustainability Champions

Sustainability Champions are those brands that have been created from their inception with a purpose to address the sustainability impacts in fashion and seek to offer customers an alternative to today's fast fashion.

By doing so, we aim to illustrate a clear picture of the developments and/or progress (or lack thereof) in fashion with respect to animal welfare, and to benchmark the global fashion industry year on year.

The largest brands were chosen from a variety of independent sources, including Fashion United Top 100²⁸, the Lyst Index²⁹, Deloitte Global Powers of Retailing³⁰, Financial Times Top 100 Global Brands³¹, Apparel 50³², and Retail Index Top 10 EU³³.

Fashion brands which were automatically excluded from our sample were accessories-only brands or brands that made only products where no animal derived materials generally were used, such as swimwear brands.

While sales volume and profits across the global fashion industry plummeted overall with the global lockdowns and subsequent economic downturn in 2020, we have also seen the largest companies consolidate their market share since this time and solidify their positions as the world's top brands³⁴.

The world's largest fashion brands therefore have never been more influential or important than they are right now to change the future of the millions of animals suffering for fashion.

RATING BRANDS

To complete the 2021 review of 111 brands, we partnered with Good On You, the world's leading source for sustainable fashion brand ratings. In 2019, FOUR PAWS was consulted for our expertise during the development of Good On You's animal welfare criteria.

Using the Good On You brand rating system in 2021, we were able to assess how fashion brands performed with respect to animal welfare, including whether brands:

- Communicate a position on animal welfare, ideally through a formal policy.
- Are transparent about the types of animal derived materials they use.
- Align with best practice recommendations for the animal derived materials they use.
- Use certified animal derived materials where those certifications are available to support any claims made about the animal welfare standards being upheld in its supply chains.
- Have made credible commitments to reduce their use of animal derived materials.

For more information about how we applied the Good On You methodology to assess each brand's progress on animal welfare, please refer to the Appendix.

LIST OF BRANDS 2021 (A-Z)

Below we disclose the 111 brands included in our 2021 research. We have only published the scores of the top and worst performing brands because their practices and performance are critical to assessing the progress of animal welfare in fashion. At the same time, we aim to give most brands the space and support to understand and address animal welfare within their corporate and social responsibility goals.

Abercrombie & Fitch	Dior	Mango	Reebok
Adidas	Eileen Fisher	Manor	Reformation
Afends	Ernsting's Family	Mara Hoffman	REISS
Alessa	Esprit	Marks & Spencer	s.Oliver Black Label
ALLSAINTS	F&F Clothing	Massimo Dutti	s.Oliver Red Label
Andrew Marc	Fendi	Max Mara	Scotch & Soda
Andrews	Forever New	Michael Kors	Sealand
Another Tomorrow	Gap	Missguided	SITTING PRETTY
Armedangels	Globus	Modissa	Smartwool
ASOS	Gorman	Moncler	SPELL
Bobo Zander	G-Star RAW	New Balance	Stella McCartney
Boohoo	Gucci	New Look	Superdry
Burberry	H&M	NEW YORKER	Takko
C&A	Harrods	Next	TALLY WEIJL
CALIDA	Hermès	Nike	The North Face
Calvin Klein	Hugo Boss	NIKIN	Thought
Canada Goose	Icebreaker	Nordstrom	TJ Maxx
Chicorée	Jack Wolfskin	OFF-WHITE	TK Maxx
Chloé	John Lewis	O'Neill	Tom Tailor
City Express	Kathmandu	ORSAY	Tommy Hilfiger
Coach	KiK Clothing	Otto Group	Tu Clothing
Columbia	Kmart Australia	Patagonia	Under Armour
Cotton On	LC Waikiki	People Tree	Uniqlo
Country Road	L.L.Bean	PKZ	United Colors of Benetton
David Jones	Louis Vuitton	Prada	VAUDE
Decathlon	LUNAR	Primark	WE Fashion
DECJUBA	Macy's	Puma	Zalando
Dillard's	Mammut	Ralph Lauren	Zara



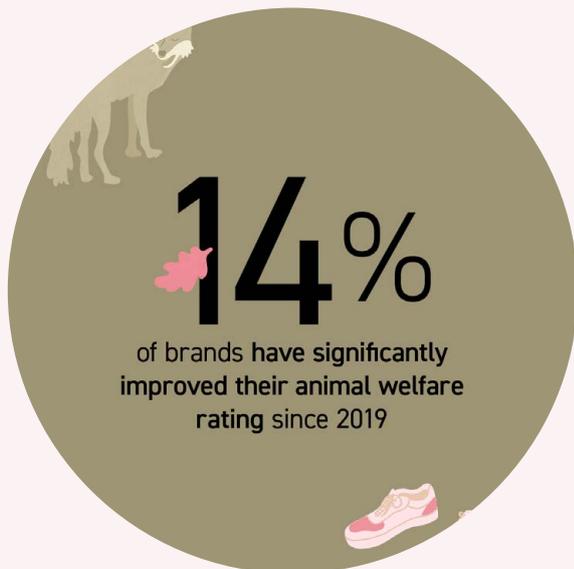
Results

Overall, there has been some progress on animal welfare in fashion since our initial baseline assessment of the global fashion industry in 2020. A key indicator is that 14% of the brands in our sample that had been assessed by Good On You at the time of our 2019 research moved to a higher Good On You rating for Animals in 2021. **FOUR PAWS** had directly engaged at least 50% of the brands that moved up to a higher rating in 2021.

Moreover, 57% of brands have a formal animal welfare policy in 2021, compared to just 25% of the brands sampled in 2020. In a one-to-one comparison of brands featured in both 2020 and 2021, 35% have since declared a position on animal welfare where they had none previously, with 29% of these brands developing a new formal policy.

Additionally, 14% of brands in 2021 have made credible commitments to move away from certain types of animal derived materials. These figures indicate that fashion brands feel increasingly compelled to address the animal welfare risks impacting their supply chains.

In fact, 15% of our sample of brands performed well above the average in the sample, with a Good On You score for Animals between 75%-90%.



Below we highlight the fashion brands demonstrating leadership in their category or making significant progress in animal welfare in 2021.

This does not include any fashion brands which were excluded from our sample on the basis that they were accessories-only brands or brands that made only products where no animal derived materials generally were used, such as swimwear brands.

'BEST' BRANDS 2021

Brands demonstrating leadership for animal welfare in fashion

Brand Name	Parent Company	Market Segment / Category	Good On You Score %
Stella McCartney		Luxury	90%
Icebreaker	VF Corporation	Outdoor	90%
Another Tomorrow		Sustainability Champion	90%
Takko		Retail – Supermarket / Chain	88%
People Tree		Sustainability Champion	85%
NIKIN		Sustainability Champion	85%
Mara Hoffman		Sustainability Champion	85%
Armedangels		Sustainability Champion	85%
Afends		Sustainability Champion	85%
Smartwool	VF Corporation	Outdoor	84%

'BETTER' BRANDS 2021

Brands making significant progress on animal welfare in fashion

Brand Name	Parent Company	Market Segment / Category	Good On You Score %
KiK Clothing		Retail – Supermarket / Chain	83%
Kathmandu		Outdoor	80%
Tom Tailor		Mid-point / Premium	78%
The North Face	VF Corporation	Outdoor	75%
Sealand		Sustainability Champion	75%
Patagonia		Outdoor	75%
LUNAR		Sustainability Champion	75%

Further analysis of the performance of the 17 'best' and 'better' brands above discloses that real progress for animals has come from brands adopting at least one of the following measures to Reduce-Refine-Replace animal derived materials (ADMs):

1. Reducing or limiting the amounts of ADMs used overall.
2. Avoiding the use of ADMs which are not certified to robust animal welfare standards.
3. Exclusively sourcing ADMs which are attached to robust animal welfare certifications or where possible for the brand, monitoring the farms from which their animal materials originate.
4. Adopting and/or developing innovative substitutes to replace ADMs.

Despite this progress, our research shows there is still a long way to go. Translating policy into action remains the biggest challenge for fashion brands with regards to animal welfare, which may be attributed to several factors uncovered in our research.

- Brands formal animal welfare policies vary greatly in robustness and quality.
- There is a lack of consistency in the way brands communicate about animal welfare to consumers.
- Most policies are based on the '*Five Freedoms*' by the UK Farm Animal Welfare Council³⁵, despite the latest scientific research which finds this to be an inadequate and outdated tool for assessing animal welfare.²²
- Even when brands have formal animal welfare policies:
 - Most claims made by brands are not verified through independent animal welfare certifications.
 - Brands continue to use animal derived materials with limited supply chain traceability and transparency.
- Most brands have not made a commitment to reduce or eliminate the use of animal derived materials.
- Animal welfare is overlooked by most brand materiality assessments.

'WORST' BRANDS 2021

Brands failing to meet adequate standards of animal welfare

Brand Name	Parent Company	Market Segment / Category	Good On You Score %
Hermès		Luxury	0%
Fendi	LVMH	Luxury	0%
Prada		Luxury	0%
Dior	LVMH	Luxury	0%
Louis Vuitton	LVMH	Luxury	0%
Max Mara		Luxury	0%
Michael Kors	Capri Holdings Ltd	Mid-point / Premium	8%
Coach	Tapestry, Inc	Mid-point / Premium	13%
OFF-WHITE	Farfetch	Luxury	15%
Moncler		Luxury	0%

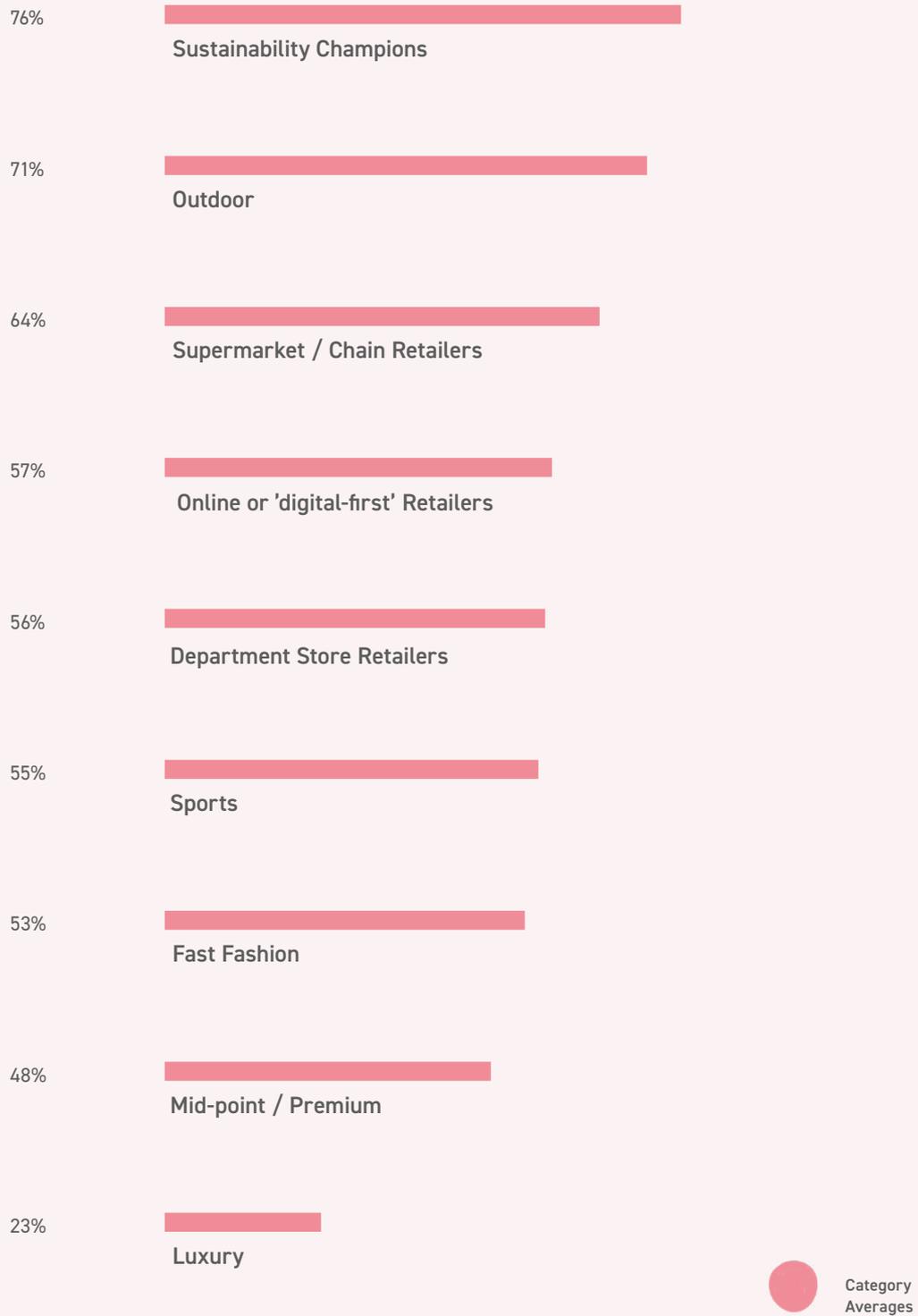
On the positive side Hermès and the LVMH brands Dior, Louis Vuitton and Fendi have formal animal welfare policies and time-bound commitments to source certified wool and/or down. However the factor with the most adverse impact on their scores, and the scores of all the brands above, is the use of one or more of the animal materials which are deemed by FOUR PAWS as unacceptable i.e., fur, exotic skins, and angora³⁶.

In addition to this, for most brands who made the bottom of our list in 2021, we found they typically:

- Do not have formal animal welfare policies.
- Do not have time-bound commitments to source certified wool and down.
- Do not prohibit the use of wild animals for textiles.
- Lack transparency not just in animal welfare but in their policies and practices overall.

INDUSTRY BREAKDOWN

International results by market segment



SUSTAINABILITY CHAMPIONS

Top brands

Brand Name	Country	Good On You Score %
Another Tomorrow	USA	90%
People Tree	UK	85%
NIKIN	SUI	85%
Mara Hoffman	USA	85%
Armedangels	DEU	85%
Afends	AUS	85%
Sealand	RSA	75%
LUNAR	RSA	75%

The best performing segment in 2021 is the Sustainability segment, with an average score of 76% and zero brands scoring below 50%. Sustainability Champions are those brands that have been created from their inception with a purpose to address the sustainability impacts in fashion and seek to offer customers an alternative to today's fast fashion. Patagonia has not been categorised as a Sustainability Champion, rather as part of the Outdoor market segment.

Despite only 38% of sustainability champions having a formal policy, we found that overall, these brands typically:

- Achieve higher levels of traceability and transparency across their business.
- Carefully consider the materials they use, including somewhat the impacts on animals.
- Use a limited number of animal derived materials.
- Have the capacity to monitor the small number of farms from which they directly source.

OUTDOOR

Top brands

Brand Name	Parent Company	Country	Good On You Score %
Icebreaker	VF Corporation	USA	90%
Smartwool	VF Corporation	USA	84%
Kathmandu		AUS	80%
The North Face	VF Corporation	USA	75%
Patagonia		USA	75%

It is not only the Sustainability segment however that performs well in animal welfare. The Outdoor category also demonstrates leadership, with an average score of 71%. Astonishingly, 88% of brands in this category have a formal animal welfare policy.

The Outdoor Industry has also been the fastest adopter of certified wool and down. Just under half (45%) of Outdoor brands that use wool are using certified wool, while an additional 18% have made commitments to transition to 100% certified wool.

Similarly, 89% of brands that use down are already using fully certified down. This progress is not a surprise considering Outdoor brands have been the target of many animal protection groups for the high volumes of animal products they use.

Another market segment that warrants some attention is Sports. Despite 75% of Sports brands having a position on animal welfare and 63% having a formal animal welfare policy, this market segment as a whole score below average at 55%.

This can be attributed to the fact that Sports brands' policies are not bringing about significant change. While 100% of Sports brands use wool, just 13% use certified wool. Similarly, while 100% of Sports brands use down, just 25% use certified down.

We also found that for most Sports brands, no commitments have been made to reduce or phase out their use of those materials which are not recommended by animal welfare best practices, such as traditional leather, kangaroo leather, alpaca, and shearling.

Despite these findings, the above figures suggest the Sports segment is ripe for change. Given 75% of these brands come from global top 100 fashion companies, material improvements even in relation to just one or two key animal derived materials in this segment will act as a considerable market signal.

Undeniably the most common challenge for Sports brands to improve their animal welfare outcomes stems from the fact that, along with the Luxury segment, traditional leather is the dominant material used by such brands.

Positively, Adidas is one of the brands starting to make inroads on this issue with its use of recycled animal-free materials. This move reflects the growing trend for the apparel and footwear market overall moving away from animal derived materials altogether³⁷.

A key reason for this shift in market trends is the absence of adequate animal welfare certification initiatives for leather, which would support brands to respond to the growing concern from customers over animal cruelty³⁸.

The Fast Fashion category presents equally interesting results. Despite over two-thirds (68%) of Fast Fashion brands having a formal animal welfare policy (second only to the Outdoor category in this regard), more than a quarter (27%) of fast fashion brands score below 50% for animal welfare.

This is because Fast Fashion brands do not currently do enough to back up their policies with real action. While Fast Fashion brands are quick to communicate the animal materials they prohibit, animal welfare organisations are just as concerned about what brands do with regards to the animal materials they do use.

Although all Fast Fashion brands use wool, less than 5% were found to have time-bound commitments to transition to the use of certified wool. Only 50% of Fast Fashion brands that use down use certified down.

Additionally, most Fast Fashion brands have not made commitments to reduce or phase out their use of those animal derived materials which are not recommended based on animal welfare best practices.

Top brands USA: 'best' and 'better' scoring 75% or higher and rated *Good* for Animals by Good On You

All of these brands have a Formal Animal Welfare Policy

90%

Another Tomorrow
Icebreaker
(VF Corporation)

85%

Mara Hoffman

84%

Smartwool
(VF Corporation)

75%

The North Face
(VF Corporation)
Patagonia

United States of America

Country Results: United States of America

The USA is the world's largest fashion market, worth over US \$350 billion in 2020³⁹. Just under a quarter (23%) of brands we researched in 2021 originate from the US.

Top brands USA

For American brands, we found:

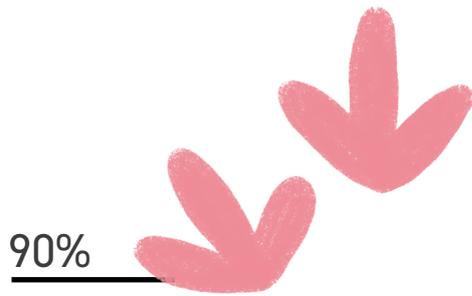
- 58% have formal animal welfare policies (compared to 57% of total brands in 2021).
- 100% of the top US brands come from the two leading market segments – Outdoor and Sustainability.
- 31% communicate a position against mulesing.
- Wool, traditional leather and down are the three most used animal derived materials.
 - 100% of brands use wool.
 - 88% of brands use traditional leather.
 - 69% of brands use down.

While American brands make up almost a quarter (24%) of the total brands in 2021 with a formal animal welfare policy, their average performance (52%) is lower than for brands across our total sample (60%).

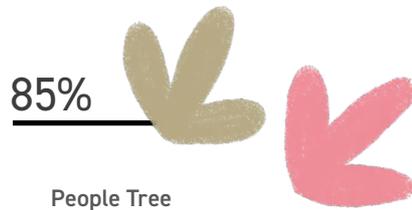
The lower-than-average performance may be attributed to our findings below, which indicate there is still a long way to go for American brands when it comes to addressing animal welfare in their supply chains:

- 8% are still using fur.
- Just 38% use certified wool and down.
- 62% use one or more animal derived materials (other than traditional leather) which carry exceptionally high animal welfare risk, such as alpaca, mohair, shearling, and crocodile and snake leathers.
- Just 15% have committed to reduce their use of animal derived materials.

Top brands UK: 'best' and 'better'
scoring 75% or higher and rated *Good*
for Animals by Good On You



**Stella
McCartney**
Statement on
Animal Welfare



People Tree
No Animal
Welfare
Policy

United Kingdom

Country Results: United Kingdom

The UK is the world's fifth largest fashion market⁴⁰, which contributes 5.4% to the national GDP per year⁴¹. Just under a fifth (17%) of brands we researched in 2021 originate from the UK.

Top brands UK

For British brands, we found:

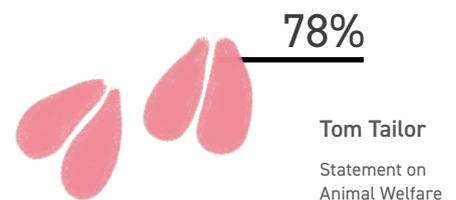
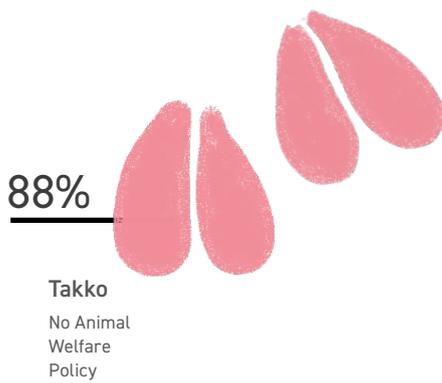
- The average score for animal welfare is 59% (compared to 60% of total brands in 2021).
- 53% have a formal animal welfare policy (compared to 57% of total brands in 2021).
- 58% of brands communicate a position against mulesing.
- Wool, traditional leather, and down are the three most used animal derived materials.
 - 95% of brands use wool.
 - 79% of brands use traditional leather.
 - 58% of brands use down.

The lower-than-average performance by British brands may be attributed to our findings below, which indicate there is still a long way to go for British brands when it comes to addressing animal welfare in their supply chains:

- Just 32% use certified wool and down.
- 68% use one or more animal derived materials (other than traditional leather) which carry exceptionally high animal welfare risk, such as alpaca, mohair, shearling, and fish leather.
- Just 11% have committed to reducing their use of animal derived materials.

Top brands Germany: 'best' and 'better'
scoring 75% or higher and rated *Good*
for Animals by Good On You

Germany



Country Results: Germany

Germany is the sixth largest fashion market in the world⁴², forecast to be worth €54.3 billion (US \$ 62.7 billion) in 2022⁴³. Around 16% of brands we researched in 2021 originate from Germany.

Top brands Germany

For German brands overall, we found:

- The average score for animal welfare is 66% (compared to 60% for total brands in 2021).
- 72% have a formal animal welfare policy (compared to 57% of total brands in 2021).
- The leading market segment for animal welfare are budget chain retailers.
- 78% of brands communicate a position against mulesing.
- 33% of brands have committed to the use of animal welfare certification initiatives.
- Wool, traditional leather, and down are the three most used animal derived materials.
 - 89% of brands use wool.
 - 78% of brands use traditional leather.
 - 78% of brands use down.

Despite the higher-than-average performance overall, there are still significant areas for German brands to improve when it comes to addressing animal welfare in their supply chains:

- Only 5% of brands are exclusively sourcing certified wool.
- Less than half (44%) of brands use certified down.
- 50% of brands use one or more animal derived materials (other than traditional leather) which carry exceptionally high animal welfare risk such as alpaca, horn, mohair, kangaroo leather and shearling.
- Just 11% of brands have committed to reducing their use of animal derived materials.



Conclusion

The COVID-19 pandemic has ushered in a new era of responsibility for companies to help create a sustainable model of fashion production and consumption – and one which significantly reduces the risk of another pandemic and promotes a healthier world.

If we are to preserve the health of our climate, environment, communities and economies, animal welfare must be made a strategic priority for all companies. For fashion brands, this means prioritising animal welfare alongside priorities to safeguard human wellbeing, and the physical and social environment.

In 2021 we have seen more and more fashion brands paying attention to animal welfare. But there is still a long way to go before lasting improvements can be achieved for the animals used in fashion.

Translating policy into action remains the biggest challenge for fashion brands when it comes to animal welfare. While this has been attributed to several factors uncovered in our research, ensuring a positive quality of life overall is considered relatively novel in textile production systems.

Certification initiatives can therefore be an important avenue for fashion brands to enforce higher standards of animal welfare and enable brands to verify the claims they make to the growing numbers of consumers concerned by the ethical credentials of the products they purchase.

Meanwhile, the lack of certifications that could truly ensure even a basic level of animal welfare only makes it more difficult for brands to translate policy into action. It is important therefore that large brands not only adopt but actively help to strengthen animal welfare certification initiatives.

Since the pandemic, we have seen animal welfare become a more prominent factor in consumers' purchasing decisions. We also know that our ability to prevent future pandemics requires responsibility to be taken across all sectors that intersect with animal-based supply chains, including fashion.



There is no excuse for animals to have to suffer for fashion. Now is the time for fashion brands to prioritise animal welfare, share in the collective responsibility to minimise the risk of future pandemics, and help contribute to a healthier and more sustainable world.



Recommendations

In the wake of the COVID-19 pandemic, FOUR PAWS joins the calls on brands to create a sustainable model of fashion production and consumption – and one which helps to significantly reduce the risk of another pandemic and promote a healthier and more sustainable world.

The interconnectedness of animal welfare, human wellbeing, and the physical and social environment is summed up as the 'One Welfare Framework'⁴⁴. Below we summarise our recommendations to enable fashion brands to navigate animal welfare successfully through the 'One Welfare' approach.



Cover the fundamentals on animal welfare

It is important that brands develop a formal animal welfare policy, which includes a vision and an implementation plan for how to achieve and monitor good animal welfare and transparency.

It is important that brands adopt animal welfare policies which are geared towards industry best practice. Best practice means:

- following 'The Five Domains' model to achieve an excellent state of animal welfare,
- banning all wildlife products and others where achieving an adequate standard of animal welfare cannot be foreseen, and
- committing to being a transparent business, which enables customers to make truly informed decisions.

Brand animal welfare policies should also address each animal derived material. Policies need to be reviewed at least every three years to keep up to date with advances in technology and animal welfare knowledge, and new animal welfare certification initiatives.

Make a credible commitment

It is important that brands make commitments to:

- **reduce** the use of animal products,
- **refine** animal-based supply chain choices to ensure and encourage higher levels of welfare, and
- **replace** animal products with sustainable animal-free alternatives.

Reduce

The brand's overall volumes of animal derived materials used, beginning with:

- time-bound commitments for such objectives, and
- phasing out the animal derived materials deemed as unacceptable by FOUR PAWS *i.e.*, fur, exotic skins, and angora.



Refine

The brand's design, sourcing, and procurement choices so that they encourage and ensure higher levels of welfare within animal-based supply chains, including:

- strictly prohibiting or phasing out the most controversial and unnecessary practices and farming systems which cause suffering to animals,
- using certifications which mitigate most cruel practices to enable traceability and the verification of claims made in relation to animal welfare, and
- joining multi-stakeholder initiatives that address animal welfare to keep up to date with industry advances and help to drive industry solutions.

Replace

The brand's animal products with sustainable animal-free alternatives.

Assess, monitor, and report on progress in animal welfare

- Incorporate animal welfare considerations and accountability in decision-making by Sustainability / Corporate Social Responsibility / Compliance teams and departments involved in sourcing, purchasing and design.
- Recognise that animal-based supply chains have associated environmental and human rights risks, which brands may already be prioritising in their sustainability and social responsibility strategies.
- Publish annual reporting of the percentage of products containing animal-based versus alternative materials, and the proportion of certified versus unknown / uncertified animal-based materials.

For more information, brands can refer to the FOUR PAWS:

[Animal Welfare Policy Development Guidelines for Fashion Brands and Retailers](#)

[Better Wool - A guide for brands and retailers on transitioning away from mulesed sheep wool](#)

FOUR PAWS remains committed to our vision of an animal-friendly fashion future and aims to mark the progress made by brands over the next 12 months in the next iteration of the Animal Welfare in Fashion Report.



Appendix Rating Brands

Prior to commencing the review of the 111 brands sampled for our report in 2021, we notified each company of their inclusion in our report. We anticipated this would provide brands sufficient notice of our initiative and expedite any plans they had to communicate recent developments or new commitments shaping their progress on sustainability and social responsibility.

The progress of each brand in animal welfare was measured using the Good On You rating system. The methodology developed by Good On You assesses the impacts of fashion brands in three areas – animals, people, and the environment.

For each key area, Good On You considers the most important material issues identified as the most important based on its own research in consultation with experts including from industry, and relevant civil society organisations and certification schemes. In 2019, FOUR PAWS provided significant expertise to assist in the development of the Good On You criteria for Animals.

The Good On You brand rating system aggregates data from external rankings, certifications, and standards systems, as well as publicly available information including that published by brands to assess a brand's performance against each material issue.

The brands in our sample for 2021 each receive a percentage score for the extent to which they positively fulfilled the criteria in the Animals section of the Good On You rating. At the same time as the assessment for this report, each brand's overall rating has been updated by Good On You in Good On You's database. At the time of publication of this report the updated rating has been or shortly will be published in the Good On You app and [online directory](#). Good On You ratings are used by consumers around the world to learn how their favourite brands rate on the issues they care about and to discover new sustainable fashion brands and products.

A note on rating Retailers

For retailers, the Good On You ratings assess the policies and practices concerning a brand's private labels only.

Good On You Ratings for animal welfare explained

On the Good On You app, brands are allocated one of five ratings, outlined below in order from highest to lowest:

Brand Rating as it appears on the Good On You app	Scoring Range (%)
<u>Great</u>	<u>100–91</u>
<u>Good</u>	<u>90–75</u>
<u>It's a Start</u>	<u>74–60</u>
<u>Not Good Enough</u>	<u>59–10</u>
<u>We Avoid/Very Poor</u>	<u>< 9</u> (including negative scoring)

Each brand receives an individual rating for its performance in the three areas – Animals, Labour, and Environment. Brands also receive an overall rating, which considers the aggregated data across all three areas⁴⁵.

Below we outline some of the key factors that could result in a brand being rated in each category by Good On You with respect to animal welfare.

Great

Brands typically are purpose driven to eliminate all risks of harm or exploitation of animals and therefore completely avoid the use of animal derived materials altogether. This position extends beyond the material to also include dyes, glues and other components used to produce fashion items.

Good

Brands use one or more animal derived materials but typically demonstrate best practices including the development of a formal animal welfare policy and the adoption of credible animal welfare certification schemes. Brands here also demonstrate some level of transparency about their use of animal derived materials and may be leaders amongst peers in at least one animal welfare issue. Brands here generally have taken steps to address most of the material animal welfare issues in their supply chains.

It's a Start

Brands typically demonstrate that they have considered the animal welfare risks most concerning to the brand and/or their customers and have taken steps to address some of the material animal welfare issues and are making good progress in at least one issue area.

Not Good Enough

Brands generally disclose some information about their position on animal welfare and their use of animal derived materials however are not yet adequately addressing the material animal welfare issues in their supply chains and may be using at least one animal derived material deemed as unacceptable by FOUR PAWS *i.e.*, fur, exotic skins, and angora.

We Avoid/Very Poor

Brands have little to no transparency about their position on animal welfare or have not taken any steps to address the material animal welfare issues in their supply chains and may be using multiple animal derived materials deemed as unacceptable by FOUR PAWS *i.e.*, fur, exotic skins, and angora.

GOOD ON YOU 'GREAT' CATEGORY

There is no brand with a score over 90% for Animals and therefore rated 'Great' by Good On You in 2021. This is because every brand chosen for inclusion in this report uses at least one animal derived material. For brands that continue to use animal derived materials, the highest score that can be achieved for Animals is 90%.

Position on animal welfare

There is a lack of consistency in the way fashion brands communicate about animal welfare. For this reason, we outline here the three ways which brands were categorised in our research.

For brands to be considered as having a formal policy, either the brand identified it as such, and/or it reflected at least some characteristics of a policy. For example, reference to how animal welfare is assessed in a brand's supply chain, and specific positions on most or all the animal derived materials used and/or prohibited by the brand.

For brands to be considered as having a general statement and not a formal policy, the information does not go beyond any general claims made. These brands may disclose the animal derived materials they prohibit, but typically may not address all the animal derived materials they do use.

For brands to be considered as having no position on animal welfare, *i.e.*, neither a formal policy or general statement, no information regarding animal welfare or the use of animal derived materials is disclosed by the brand.

Unacceptable animal derived materials

FOUR PAWS considers the use of some animal derived materials to be unacceptable namely fur, exotic leather, and angora⁴⁶. FOUR PAWS believe fashion brands should ban the use of these materials. This is because a positive quality of life overall is simply not achievable for the animals from which these materials are derived⁴⁷.



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- ¹ The countries include the United States (USA), United Kingdom (UK), Switzerland, Sweden, Spain, South Africa, Netherlands, Japan, Italy, Germany, France, Canada, Bulgaria, and Australia.
- ² The nine fashion market segments are Luxury, Fast Fashion, Outdoor, Sustainability Champions, Sports, Online Retailers, Department Store Retailers, Supermarket and Chain Retailers, and Mid-point / Premium.
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- ¹⁴ The survey comprised representative samples of the following 12 markets: USA, UK, Germany, France, Italy, Spain, Netherlands, Switzerland, Bulgaria, Austria, Australia, and South Africa.
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- ²⁰ Mellor DJ. Moving beyond the "Five freedoms" by Updating the "Five Provisions" and Introducing Aligned "Animal Welfare Aims." *Animals*. 2016;6(10). doi:10.3390/ani6100059.
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²⁷ While our sample of brands can provide an indication of the industry's handling of animal welfare, our sample is not a perfect representation. We aim to include brands from key Asian markets in future iterations of our report and welcome the opportunity to collaborate with organisations operating in the region for this purpose.

²⁸ FashionUnited 2021, Top 100 companies, viewed 30 August 2021, <https://fashionunited.com/i/top100/>

²⁹ Lyst 2021, The Lyst Index Q1 2021, viewed 30 August 2021, <https://www.lyst.com/the-lyst-index/q120>

³⁰ Deloitte 2018, Global powers of retailing 2018, viewed 31 August 2021, <https://www2.deloitte.com/global-powers-of-retailing-2018.pdf>

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³² Brand Finance 2021, Apparel 50 2021 ranking, viewed 1 September 2021, <https://brandirectory.com/rankings/apparel/table>

³³ Retail-Index n.d., Rankings and profiles of the major fashion & clothing retailers in Europa, Veraart Research, viewed 30 August 2021, <https://www.retail-index.com/Sectors/FashionClothingRetailersinEurope.aspx>

³⁴ Amed I, Balchandani A, Jensen JE, Berg A, Hedrich S, and Rölken F 2021, The state of fashion 2021: in search of promise in perilous times, McKinsey & Company, viewed 1 September 2021, <https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion>

³⁵ Farm Animal Welfare Council. Second report on priorities for research and development in farm animal welfare. FAWC, Ministry of Agriculture, Fisheries and Food, Tolworth (Now DEFRA, London). 1993.

³⁶ For more information on why these animal materials are deemed by FOUR PAWS as unacceptable, please refer to the Appendix.

³⁷ Future Market Insights n.d., Vegan footwear market, viewed 12 October 2021, <https://www.futuremarketinsights.com/reports/vegan-footwear-market>

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³⁹ Shahbandeh, M 2021, U.S. apparel market - statistics & facts, Statista, viewed 12 October 2021, <https://www.statista.com/apparel-market-in-the-us/>

⁴⁰ Statista 2021, Revenue of the apparel market worldwide by country in 2019 (in million U.S. dollars), viewed 30 August 2021, <https://www.statista.com/forecasts/revenue-of-the-apparel-market-worldwide-by-country>

⁴¹ Marketing Expertus n.d., Fashion industry statistics in the UK and marketing insights, viewed 29 September 2021, <https://www.marketingexpertus.co.uk/blog/uk-fashion-industry-statistics-marketing-insights/>

⁴² Statista 2021, Revenue of the apparel market worldwide by country in 2019 (in million U.S. dollars), viewed 30 August 2021, <https://www.statista.com/forecasts/revenue-of-the-apparel-market-worldwide-by-country>

⁴³ Shahbandeh, M 2021, Apparel and clothing market Europe - statistics and facts, viewed 12 October 2021, <https://www.statista.com/clothing-and-apparel-market-in-europe/>

⁴⁴ About one welfare n.d., viewed 17 November 2021, <https://www.onewelfareworld.org/about.html>

⁴⁵ For further information on the Good On You brand ratings, please visit the Good On You [website](#).

⁴⁶ For more information, please refer to the FOUR PAWS Animal Welfare Policy Guidelines for Brands and Retailers. A link to this document can be found in the Recommendations section of this report.

⁴⁷ Supporting information on fur and crocodile leather can be found in the following reports: Fur Free Alliance 2020, Certified Cruel, viewed 15 October 2021, <https://www.furfreealliance.com/CertifiedCruel.pdf> and World Animal Protection 2021, Fashion victims: the trade in Australian saltwater crocodile skins, viewed 15 October 2021, <https://WAP-Saltwater-Crocodile-Report-July21.pdf>

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2021

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