



DALLA PARTE
DEGLI ANIMALI

PRESS RELEASE LAV - October 1, 2019

ITALY IS AMONG THOSE RESPONSIBLE FOR THE MASSACRE OF MORE THAN 2.3 MILLION KANGAROOS EVERY YEAR: THE LEADING IMPORTER OF LEATHER IN EUROPE USED BY THE FASHION AND SPORTSWEAR INDUSTRIES. LAV'S DENUNCIATION AT THE [SOCIAL CORPORATE RESPONSIBILITY FAIR](#), HOSTED BY BOCCONI UNIVERSITY (MILAN).

LAV: OUR COUNTRY IS COMPLICIT IN THE MOST EXTENSIVE AND GORY MASSACRE OF WILD ANIMALS IN THE WORLD. A "SECRET " SLAUGHTER REVEALED THROUGH OUR DOCUMENTATION AND DOCUMENTARY "[KANGAROO. A LOVE-HATE STORY](#)", EXCLUSIVELY FOR ITALY. SCREENING OF FILM AND ENCOUNTER WITH FILM-MAKERS, MILAN OCTOBER 8 at 8PM (ANTEO PALAZZO DEL CINEMA)

They call it "harvest" and "sustainable", but in truth it is a authentic massacre involving more than 44 million kangaroos killed between 2000 and 2018 (with a yearly average of 2.324.711 animals): it is the most brutal slaughter of wild animals in the world where Italy sadly has the role of leading importer of kangaroo hides in Europe. The killing is slow and painful with an astonishing number of "collateral" victims, the young (joeys) dependent on their mothers, at-foot or still in pouch, wounded animals or fleeing in panic - all condemned to a slow agonizing death.

The denunciation of this horrific truth is made by LAV while attending the Fair Corporate Social Responsibility and Innovation organized by the Bocconi University of Milan- with a presentation on the topic of ethical fashion and animal-free, the panel on "[Sustainable revolution in fashion starts with the material](#)".

During his presentation, Simone Pavesi - head of LAV Moda Animal Free- announced the new initiative to shed light on the unknown kangaroo massacre hitting Australia. Simone stressed the Italian imports which are used mainly by high level fashion, sportswear, football and motorcycle sectors.

"In order to halt this slaughter it is paramount to highlight what has been going on in Australia for years- says Simone Pavesi- a brutal hunt which takes place at night in the immense grassland, far from the public eye and without the authorities' supervision. It is essential for people- and companies- to know: this is why we are disclosing material on this "secret" massacre and on October 8 we will be projecting in Italy for the first time the documentary "Kangaroo. A Love-Hate Story". The screening will take place in Milan (at 8 PM Anteo Palazzo del Cinema) and the opportunity will be given to address questions to the film makers who will be present. We will also talk of preliminary contacts we are having with the companies involved in the kangaroo leather business".

Besides addressing the public, LAV is looking at the Italian companies involved in the imports of kangaroo leather. Many of these have already been contacted and informed of the origin of the material they use with the specific request to discontinue this type of production- as has been requested of other companies around the world.

Precisely on account of the global reach of this massacre - apparently remote but with strong implications in terms of ethics and sustainability, including our Country. LAV is cooperating with an international team to put in place actions which over the coming months will also commit the institutions to ban both in Italy and in Europe the import of products obtained from these animals.

“This is a massacre ten times greater than the well known seal hunt in Canada, but scarcely known - says Pavesi. Let us appeal to the Italian and EU Institutions to introduce a ban on the import of kangaroo leather and meat. Italy, spearheaded by LAV, together with the EU were pioneers in banning the import of seal fur as from 2006.: this constitutes an important precedent in now limiting the killing of kangaroos. It is important for the wider public to know that not only is the kangaroo the symbol of Australia and tourist attraction, an endearing icon and yet it is a victim of merciless killing. Italy has vested interests in the leather and meat market however there are sustainable raw materials which are animal free: to prevent the massacre of kangaroos is a duty for our Country and the EU.”

Milan, October 1, 2019

➤ IN DEPTH ANALYSIS/LAV REPORT SUMMARY

Complicit in the hugest and most gory massacre of wild animals on the planet

The “secret” killing of kangaroos in Australia

ITALY LEADING IMPORTER OF KANGAROO LEATHER IN EUROPE

Italy is not a reference country for the kangaroo meat market but it is the leading European importer of raw hides: more than 2 million between 2012 and 2016. Australians have a limited consumption of kangaroo meat (0,3kg per head per year compared to chicken 37,2 kg), in Europe only Belgium, Germany, Holland, France and United Kingdom register small amounts for human consumption.

A SLOW AGONIZING DEATH

At least 4% of adult kangaroos (approx. 120.000 a year) have suffered a slow agonizing death (not killed by a single bullet to the brain, but wounded and condemned to an agonizing death). The animals are jumping and running in all directions, many are hit by bullets provoking horrific wounds: their jaws are blown off, they lose their sight, suffer internal lesions, their limbs are broken and they desperately try to save themselves while limping on one leg. These official figures do not take into account adult animals that have died after suffering gun wounds and the young dependent animals who died as a consequence of the death of their mothers. One estimates that every year the collateral victims of this commercial hunt are 133.000 and 280.000 young at-foot and between 372.000 and 783.000 young -in- pouch.

THE VICTIMS

Macropus Fuliginosus, Macropus Giganteus, Macropus Rufus, Euro, Wallaby Bennett, Thylogale Billardieri: there are 6 species of macropods which are victims of this industry.

These are not sick or weak animals but strong, healthy animals whose social structure is devastated as a result.

WHICH COMPANIES USE KANGAROO HIDE/FUR?

Most of the companies belong to the sports sector who justify themselves in the following way: motorcycle sport (for competition suits-kangaroo leather is thinner and more resistant than cow leather, so lighter and higher performance) also the football sector (kangaroo leather adapts to the foot better).

At the high end of the market, some well known brands use moderate amounts of leather and fur for limited products.

THE DOCUMENTARY "KANGAROO:A LOVE -HATE STORY": OCTOBER 8, MILAN

From the heart of Australia, LAV brings into Italy a controversial documentary which fully reveals the "secret" reality of a world icon, the kangaroo. A revolutionary film which exposes to the international public the love-hate relationship between Australia and its beloved icon. It sheds light on the inconvenient truth - a slaughter that is unparalleled in the world. Kangaroo: A Love-Hate Story produced by the couple / film-makers and animal rights activists Kate and Michael McIntyre, puts the question whether the "homeland of kangaroos" is pushing the marsupial icon towards extinction - today's population is approx. 45 million including all species. The documentary (approx. 1 hr 43 min.) denounces aspects of the commercial killing with accusations of cruelty with very disturbing scenes. It highlights the health risks linked to the treatment of carcasses. The documentary also testifies the impossibility of exercising controls in these vast Australian grasslands where the national code of practice for a "humane" killing is hardly ever complied with when dealing with the animals and the young in pouch of a dead mother.

This animal ranges from being seen as the cute mascot used as a brand by airlines, fashion, sports teams and tourist souvenirs - also seen as a "pest" species to be shot for more pasture land : the kangaroo has lived for millions of years in perfect ecological balance in its environment. It has simultaneously become an enemy and yet a resource to be exploited by many businesses throughout the world.

Language: English (with Italian subtitles)

Classification of content: M-not recommended for minors under 15 yrs (Australian Classification Board)

Official Site: <https://kangaroothemovie.com/>

Projection of the film "Kangaroo:A Love-Hate Story" Tuesday October 8 in Milan at 8PM at the "Anteo Palazzo del Cinema", Sala RUBINO, Piazza XXV Aprile. The film -makers will be present for a brief Q & A session after the screening. Entrance is free of charge - prior reservations obligatory by contacting lav.milano@lav.it or else via WhatsApp at 3791574806 giving your name and surname. For press accreditations: press@lav.it - 06 4461325- 320 677028.

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