

# REVEALED: H&M ban unethically sourced animal fibre after undercover investigation shows Asian workers brutally tearing hair off goats to fuel global cashmere trade

- New research from PETA exposes the cruel methods of getting cashmere hair
- Workers in China and Mongolia forcefully pull hair off goats with metal combs
- After years of abuse, the 'useless' animals are cruelly killed in slaughterhouses
- The investigation has prompted H&M to ban unethical cashmere next year

By [TRACY YOU FOR MAILONLINE](#)

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A shocking undercover investigation has revealed how workers in [Asia](#) savagely rip hair off goats to fuel the global cashmere trade.

The agonised animals are then sent to slaughterhouses to be cruelly killed, according to the new study from an animal welfare organisation.

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The research was conducted between last year and early this year on 20 farms in [China](#) and Mongolia, two of the world's largest cashmere producers.



The shocking investigation shows farmers violently tugging hair of goats with big metal combs



The research was done by PETA between last year and earlier this year in China and Mongolia



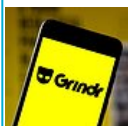
The animals are subject to abuse for years before facing a painful death, according to PETA

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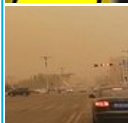
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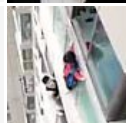
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Disturbing footage released by PETA, the charity behind the project, shows frightened goats screaming in pain as workers forcefully tug hair off their bodies with metal combs.

Once proven useless to their owners - usually after years of abuse - the goats are destined for a slow and painful death, according to the PETA report.

The investigation shows workers selling the 'useless' goats to slaughterhouses for their skin and meat.

In the abattoirs, the animals get bashed in the head with hammers, slit in the throat before being left to die, it is found.

PETA urges consumers to stop buying cashmere products in order to stop such cruelty towards animals.



**The goats are killed slaughterhouses for their skin and meat after they are no longer 'useful'**



**Footage from PETA shows a worker pours alcohol over a wound on a goat after slitting it during the process of hair shearing. Cashmere goats live in the Gobi Desert in China and Mongolia**

Cashmere comes from goats living in dry areas in central Asia, especially in the Gobi Desert - a 500,000-square-mile area stretching from northern China to Mongolia.

It comes from the goat's superfine winter undercoat and is commonly seen in jumpers, scarves, trousers, jackets and gloves in today's fashion industry.

According to PETA, one goat produces only 8.5 ounces of cashmere hair per year, and in order to make one cashmere jacket, the hair of six goats is required.

Cashmere hair is usually sorted, cleaned and refined in Asia before being transported to Europe to be sold to designers for roughly **£90 a pound**.



Cashmere hair is processed in Asia before being transported to Europe to be sold to designers for roughly £90 a pound. Italy and UK are the main consumers of cashmere in Europe



**Cashmere comes from the superfine winter undercoat of cashmere goats in central Asia**

China and Mongolia, together with Iran and Afghanistan, are the world's largest cashmere producers and exporters.

While in Europe, Italy and UK are the main consumers of cashmere due to high market demand. In 2016, the two countries consumed 97.25 per cent of the cashmere sent to Europe, according to a latest [market report](#).

PETA's exposé of the grim situation in cashmere's source countries has prompted popular high street brand H&M to react.

The Swedish fashion label vows to stop using 'conventional cashmere' by the end of 2020 and to only use the animal fibre if it's 'sustainable sourced'.

An H&M spokesperson said the company had set the goal of banning cashmere a few years ago, and PETA's report highlighted the animal welfare issues to them and prompted them to take actions.



**Swedish label H&M has vowed to stop using 'conventional cashmere' by the end of 2020**



**The popular fashion brand says it would only use the animal fibre if it's 'sustainable sourced'**

The spokesperson said: 'Challenges connected to the environment, animal welfare and traceability are all reasons why we've decided to phase out conventional cashmere.'

The brand hopes to source cashmere in more sustainable manners in the future and contribute to making the industry more 'transparent and responsible'.

Currently, the fashion industry lacks a standard for 'sustainable cashmere', according to the spokesperson.

H&M is not alone. Online fashion retailer ASOS banned cashmere last year following another PETA report on South Africa's mohair industry.

The London-headquartered company sells more than 1,000 brands on its website.

According to an ASOS spokesperson, the ban went into effect in January and no items made with cashmere, silk, down or feathers is being sold by the company.

**Read more:**

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