

Status 16.02.17

Selfridges:

1. Animal Welfare Policy:

Selfridges has now responded, they have an animal welfare policy but force-feeding and live plucking is not mentioned.

2. Requirements from brands:

Selfridges has not responded to all of our questions. At the time of this update, all the brands sold in Selfridges are planning on being certified under one of the strictest traceability standards available.

Four Paws has not yet received confirmation that Selfridges would require all brands and suppliers to take measures to exclude cruel down.

The following brands provided at Selfridges were contacted by FOUR PAWS and evaluated as follows:

Criteria	Explanation
Policy	The company clearly positions itself against the practices of live plucking and force-feeding.
Traceability	The method via which the company trace its down.
Range	How far does the company go when it comes to tracing its down? From an animal welfare view point, audits at the farm level are crucial.

Brinkhaus	
✓	Has a policy against live plucking and force-feeding.
✓	Plans to implement the Downpass 2017, a full supply chain standard that controls against live plucking and force-feeding
✓	Plans to implement audits that go back to the farm level

The White Company	
✓	Has a policy against live plucking and has committed to amend their policy to include a statement on no force- feeding.
✓	The White Company has confirmed that they commit to traceability by 2020 to RDS, TDS, Downpass 2017 or set of audits of equivalent stringency.
✓	Following the campaign, they have committed to carry out an immediate review of their supply chain for any risk of live plucking.