

of Canadian seafood products. Seafood from Canada is clearly identified in grocery stores, so you can easily choose not to buy it. Make sure to tell the manager why you are boycotting Canadian seafood, and let the Canadian government know about your choice. You can find more information, helpful boycott tools, and government contact information at humanesociety.org/protectseals.

2 Contact the Canadian government to show your opposition to the seal hunt. Tell Prime Minister Stephen Harper why you think Canada's commercial seal hunt should be ended for good.

Contact:

The Right Honorable Stephen Harper
Office of the Prime Minister
80 Wellington Street
Ottawa, Ontario K1A 0A2, Canada
613-992-4211 Fax: 613-941-6900
E-mail: pm@pm.gc.ca



3 Help us spread the word.

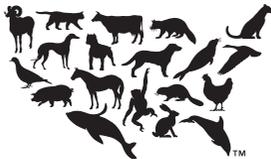
Tell all your friends to visit humanesociety.org/protectseals to learn about the commercial seal hunt and help us put a final end to the cruelty. E-mail us at protect-seals@humanesociety.org to order Protect Seals bumper stickers, cards, brochures, and other campaign materials.



About The Humane Society of the United States

The nation's largest animal protection organization with 10 million members and constituents, The Humane Society of the United States (HSUS) has worked since 1954 to create a more humane and sustainable world for all animals, including people, through education, advocacy, and the promotion of respect and compassion.

Celebrating Animals | Confronting Cruelty



THE HUMANE SOCIETY
OF THE UNITED STATES

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humanesociety.org

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[Protect Seals]



BOYCOTT
Canadian
Seafood



THE HUMANE SOCIETY
OF THE UNITED STATES

KILLING CONTINUES

Most people think the Canadian commercial seal slaughter ended in the 1980s, but today's seal slaughter rates are higher than they've been in half a century. In fact, over the past three years, the Canadian government has allowed more than one million baby seals to be brutally clubbed and shot to death.

SHOCKING BRUTALITY

Independent veterinarians who observed the seal hunt in 2001 found that most hunters skinned the seals without first checking to see if they were dead. Their shocking report concluded that up to 42 percent of the seals they studied had likely been skinned alive—while conscious! Each year journalists, politicians, and scientists document other cruelties at the hunt, including conscious seals being stabbed with metal hooks and dragged across the ice and wounded seals being left to die in stockpiles.

SPLITTING HAIRS

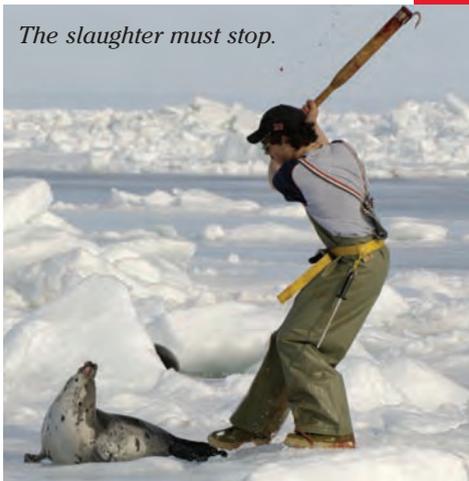
The Canadian government says it is illegal to kill baby seals in Canada. But hunters legally kill seals as soon as the animals begin to shed their fluffy white coats—as young as 12 days old. The majority of the seals killed during the past five years have been babies just one month old or younger.

SUBSIDIZED CRUELTY

Even after decades of public condemnation, the Canadian government continues to promote and even subsidize the commercial seal hunt. A 2001 report revealed more than Can\$20 million in government subsidies provided to the sealing industry between 1995 and 2001. Those subsidies continue today in the form of grants and interest-free loans to processing companies for capital and staffing costs and to other companies for product research and marketing. Even the Canadian Coast Guard assists the industry by providing free ice-breaking services for sealing vessels at the hunt.

NEEDLESS KILLING

Sealing is an off-season activity conducted by a few thousand fishermen from Canada's East Coast. They make—on average—a very small fraction of their incomes from sealing, and the rest from commercial fisheries. Even in Newfoundland, where more than 90 percent



The slaughter must stop.



Canada's seals need protection.

of the sealers live, the economic contribution of the seal hunt is marginal. Earnings to sealers account for less than one half of one percent of Newfoundland's gross domestic product and under three percent of the fishery.

RECKLESS SLAUGHTER

Scientists around the world have condemned Canada's management of harp seals as a reckless cull. And for good reason—today's kill levels meet and even exceed those of the 1950s and 60s, when nearly two thirds of the harp seal population was wiped out. The current "management plan" for harp seals is designed to reduce the harp seal population to a dangerous low in just a few years.

BRUTAL TRADE

The commercial seal hunt is sometimes represented as a tradition for people from Canada's East Coast. But in truth the seal hunt is an industrial-scale commercial slaughter that targets baby seals for their skins, which are sold in the fashion markets of Europe and Asia. The carcasses are almost always left to rot on the ice because there are few markets for the meat.

Fortunately, prices for seal skins are falling fast as global markets for seal products close. Austria, Germany, France, and the Netherlands are just the latest nations to announce they will ban their trade in seal products; in doing so they join a host of other countries, including the U.S., that have already prohibited trade in seal products.

The Canadian commercial seal hunt is cruel and unnecessary and badly tarnishes Canada's international reputation. It's time this outdated slaughter was put into the history books—where it belongs.

YOU CAN HELP

Here's what you can do to help end this senseless slaughter of defenseless baby seals.

1 Boycott Canadian seafood. Canada's Department of Fisheries and Oceans has said that the only way the seal hunt will ever end is if Canada's fishing industry asks for it. That's why The Humane Society of the United States, together with a powerful alliance of like-minded organizations, has launched a global boycott of Canadian seafood products until the commercial seal hunt is ended for good. We believe the Canadian government will soon see that continuing the seal hunt is not worth the price of an international boycott