

Animal Rights Activists Protest Nike Kangaroo Slaughter

From [Donny Moss, TheirTurn.net](https://www.theirturn.net)

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According to the Center for a Humane Economy, 70% of the approximately two million kangaroos killed each year for commercial purposes are used to make soccer shoes for sportswear companies like Nike.



Nike and other sportswear companies hire hunters to slaughter wild kangaroos for their skin, which they use to make soccer shoes

Angered by Nike's refusal to stop slaughtering wild kangaroos for their skin, dozens of animal rights activists disrupted business at the company's store in New York City's Flatiron District. During the protest, which took place on June 5th, the activists educated pedestrians about kangaroo slaughter and encouraged Nike customers to purchase cruelty-free alternatives to skin. The protest was organized by the animal rights groups NYCLASS, TheirTurn and The Center for A Humane Economy, a Washington-D.C.-based advocacy group leading the [#KangaroosAreNotShoes](https://www.theirturn.net/campaigns/kangaroos-are-not-shoes) campaign, a global effort to end the use of kangaroo skin for shoe leather.

The massacre of kangaroos in Australia represents the largest slaughter of land-based wildlife in the world. According to the Center for a Humane Economy, 70% of the approximately two million kangaroos killed each year for commercial purposes are used to make soccer shoes for sportswear companies like Nike.

The Australian National Code of Practice for the Humane Shooting of Kangaroos and Wallabies for Commercial Purposes governs the industry and sanctions this cruelty. An estimated 40% of kangaroos are shot in the neck or body instead of the head, in violation of the federal code, resulting in wounding and non-instantaneous death. Those who escape die slowly from their gunshot wounds.

Some of the females who are shot have babies (joeys) in their pouches or by their sides. Code dictates that hunters either decapitate or bludgeon to death the joeys who are in the pouches. The joeys who are not in their mother's pouch often die slowly from exposure and predation. Each year, an estimated 500,000 to 800,000 joeys die during the nightly kangaroo hunt.



According to the Center for a Humane Economy, approximately 70% of the kangaroos who are hunted for commercial purposes are used to make soccer shoes for companies like Nike

The Center for a Humane Economy says that Nike rationalizes the mass slaughter of wild kangaroos by engaging in green washing and humane washing. According to Nike, “Suppliers must source animal skins from processors that use sound animal husbandry and humane animal treatment/slaughtering practices.” Activists say that hunting down wild animals who want to live in peace with their families is inherently inhumane.



Animal rights activists are calling on Nike to use cruelty-free alternatives to kangaroo skin

The Kangaroo Protection Act, federal legislation introduced in 2021, would ban the importation of kangaroo products into the United States. Several retailers, including Nordstrom, Gucci, Prada, and Versace, have already stopped selling kangaroo skin products. The sale of kangaroo parts is banned in California.

The New York Times

U.S. Activists Try to Halt an Australian Way of Life: Killing Kangaroos

A bill in Congress aims to ban all kangaroo products from Australia, setting up a clash between two very different kinds of people on opposite ends of the earth.



Animal rights activists in the U.S. and Australia are campaigning to end the use of kangaroo skin as shoe leather

New York City is one of many U.S. and Australian cities participating in the #KangaroosAreNotShoes campaign. On June 4th, activists in Los Angeles staged a disruption inside of the Nike store in Santa Monica, and activists in Portland protested in front of a sports stadium.



Portland



Los Angeles

Animal rights activists in Portland, where Nike is headquartered, and Los Angeles protest the company's use of kangaroo skin in its soccer shoes