

## Animal rights pressure group buys LV shares

16th January, 2017



The animal rights pressure group PETA has purchased shares in the French luxury goods company Louis Vuitton Moët Hennessy (LVMH). PETA (People for

the Ethical Treatment of Animals) bought the shares in order to pressure LVMH to stop selling bags and other products made from exotic animal skins, such as crocodile. PETA has not disclosed what its shareholding is, although there are rumours that it has bought just a single share. Even this stake in LVMH will mean PETA is eligible to attend shareholder meetings. PETA will also exercise its option to question the LVMH board members in front of other shareholders to make sure its agenda to protect animals is heard and addressed.

The main reason for PETA's share purchase is to bring LVMH to account regarding the treatment of crocodiles. PETA said: "In the wake of an exposé revealing that reptiles on crocodile farms in Vietnam (including two that have supplied skins to a tannery owned by Louis Vuitton's parent company, LVMH) are confined to tiny pits and sometimes hacked into while they're still alive and thrashing, PETA has become a shareholder of LVMH...to put pressure on the company to stop selling exotic skins merchandise." An LVMH spokeswoman replied: "We have no knowledge of...any cruel method involving the suffering of the animal. [This] is in clear contradiction of our principles and rules."

Sources: [bbc.com](http://bbc.com) / [independent.co.uk](http://independent.co.uk) / [latimes.com](http://latimes.com)

## Writing

All animal skin and fur products should be banned. Discuss.

## Chat

Talk about these words from the article.

animal rights / pressure group / luxury goods / shares / rumours / exotic / agenda / treatment / crocodiles / parent company / shareholder / knowledge / suffering / cruel

## True / False

- An animal rights group called PETA has bought shares in Louis Vuitton. T / F
- The animal rights group is worried about the sale of exotic skins. T / F
- There are rumours the group bought just one share in Louis Vuitton. T / F
- The group wants to do exercise at shareholder meetings. T / F
- The main reason the group bought shares is the treatment of crocodiles. T / F
- The group says crocodiles live in spaces that are too big. T / F
- Louis Vuitton's parent company is called LV. T / F
- An LV spokeswoman said she knew about the cruelty to crocodiles. T / F

## Synonym Match

(The words in **bold** are from the news article.)

- |                          |              |
|--------------------------|--------------|
| 1. <b>purchased</b>      | a. principal |
| 2. <b>pressure</b>       | b. share     |
| 3. <b>exotic</b>         | c. conflict  |
| 4. <b>stake</b>          | d. force     |
| 5. <b>option</b>         | e. following |
| 6. <b>main</b>           | f. bought    |
| 7. <b>in the wake of</b> | g. goods     |
| 8. <b>confined</b>       | h. choice    |
| 9. <b>merchandise</b>    | i. striking  |
| 10. <b>contradiction</b> | j. enclosed  |

## Discussion – Student A

- Is using crocodile skin ethically different from using leather from cows?
- What do you think of people that buy products made from fur?
- What are your feelings about animal rights?
- What do you think about Louis Vuitton?
- What advice do you have for PETA officials?
- What advice do you have for LVMH's boss?
- What questions would you like to ask PETA officials?
- What questions would you like to ask LVMH's boss?

## Phrase Match

- |   |                            |
|---|----------------------------|
| 1. luxury goods                             | a. method                  |
| 2. exotic                                   | b. board members           |
| 3. eligible to attend                       | c. pressure on the company |
| 4. exercise its option to question the LVMH | d. account                 |
| 5. make sure its agenda to protect animals  | e. animal skins            |
| 6. bring LVMH to                            | f. of our principles       |
| 7. reptiles on crocodile                    | g. company                 |
| 8. put                                      | h. is heard                |
| 9. We have no knowledge of any cruel        | i. farms                   |
| 10. This is in clear contradiction          | j. shareholder meetings    |

## Discussion – Student B

- What do you know about PETA?
- What are the main rights animals have?
- Should humans never kill animals?
- Would the world be better if we were all vegetarian?
- How can we educate people more about animal rights?
- Why do people buy things made from crocodile skin?
- How successful do you think PETA will be?
- What do you think of companies that sell exotic animal skins?

## Spelling

- PETA has aecsupdrh shares
- xyulur goods
- products made from xoceit animal skins
- PETA is geibllei to attend shareholder meetings
- exercise its toipno to question the LVMH board
- its aaengd to protect animals
- an exposé eelngvira that reptiles...
- oncdinfe to tiny pits
- skins arescimdenh
- any lecur method
- This is in clear rtocodaninict...
- our slnpeiricp and rules

### Answers – Synonym Match

1. f	2. d	3. i	4. b	5. h
6. a	7. e	8. j	9. g	10. c

## Role Play

### Role A – Ivory Statues

You think ivory statues are the worst examples of animal products for sale. Tell the others three reasons why. Tell them why their products aren't as bad. Tell the others which is the most acceptable of these (and why): crocodile skin shoes, turtle shells or butterfly collections.

### Role B – Crocodile Skin Shoes

You think crocodile skin shoes are the worst examples of animal products for sale. Tell the others three reasons why. Tell them why their products aren't as bad. Tell the others which is the most acceptable of these (and why): ivory statues, turtle shells or butterfly collections.

### Role C – Turtle Shells

You think turtle shells are the worst examples of animal products for sale. Tell the others three reasons why. Tell them why their products aren't as bad. Tell the others which is the most acceptable of these (and why): crocodile skin shoes, ivory statues or butterfly collections.

### Role D – Butterfly Collections

You think butterfly collections are the worst examples of animal products for sale. Tell the others three reasons why. Tell them why their products aren't as bad. Tell the others which is the most acceptable of these (and why): crocodile skin shoes, turtle shells or ivory statues.

## Speaking – Merchandise

Rank these with your partner. Put the worst things at the top. Change partners often and share your rankings.

- |                         |                        |
|-------------------------|------------------------|
| • turtle shells         | • ivory statues        |
| • stuffed animals       | • mink coats           |
| • butterfly collections | • crocodile skin shoes |
| • shark fin soup        | • tiger skin rugs      |

### Answers – True False

a	T	b	T	c	T	d	F	e	T	f	F	g	F	h	F
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Answers to Phrase Match and Spelling are in the text.