



**Kangaroo Industries  
Association of Australia**

14 March 2023

## **Statement regarding Nike and Puma Change in Direction**

“Nike changed their direction some time ago in 2021 as did Puma. From our perspective some of these materials decisions can be a move towards new synthetic alternatives rather than a move away from Kangaroo. We have always seen shifts in and out of kangaroo and other leather over time by various brands and across various products.

These relationships don't underpin the industry – we have other shoe manufacturer's that have increasing demand and recognise the environmental benefits of kangaroo leather. Kangaroo leather is fast becoming known as an eco-friendly option due to its longevity, biodegradability, and sustainability.

Key initiatives we are spearheading include carbon footprint accreditation giving formal recognition that kangaroos have one-third the carbon footprint compared to cattle and sheep. They emit less methane, require less water, place less pressure on grazing lands, and don't require energy to capture and contain.

All commercial industry kangaroo leather is a by-product of the meat industry which would otherwise end up in landfill. Our priority is to use ethical and sustainable practices to turn a by-product into a valuable, premium product. This is a responsible approach in a circular economy – we're all being encouraged to make better choices and move away from fast, disposable consumer goods.”

**Ray Borda, President, Kangaroo Industry Association of Australia**

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