



Amazon UK must urgently ban sale of donkey skin products says charity

Description

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Two donkeys

Over six million donkeys are slaughtered each year to produce ejiao, it's a gelatine used in supplements, food and cosmetics. And it's sold globally, including via [major online retailers](#)

Working donkey and horse charity Brooke carried out an investigation. It found that while Amazon UK doesn't sell these products directly, they remain available through third-party sellers on its marketplace.

Donkeys are vital to millions of people, supporting livelihoods, education and access to essentials in some of the world's poorest communities.

The donkey skin trade is causing extreme suffering worldwide, including violent capture, long transportation without food or water, and [brutal slaughter conditions for these animals](#)

Chris Wainwright, CEO of Brooke said:

This trade, which most people don't even realise exists, is causing immense suffering for both animals and people. When a donkey is stolen and slaughtered, entire families lose their income and lifeline overnight. This has to change.

Amazon must take action to ensure its platforms aren't accelerating this cruelty. So that we can help end the trade and protect donkeys â?? relied on by so many worldwide.

Brooke has contacted Amazon UK but received no response. The charity has [launched a petition](#) to stop the sale of ejiao on Amazon's platforms, asking for clear, responsible action.

ITV's This Morning resident vet [Dr Scott Miller is also Brooke's Donkey Skin Trade Ambassador](#) He's asking Amazon to consider the devastating effects the trade is having on animals and people globally.

Miller said:

Speaking directly to anyone working at Amazon, I would say I understand your ignorance regarding ejiao. I didn't know about it either until I started working with Brooke.

But once you know about this product and the brutal trade that's behind it, you will want to take action. You will want to protect some of the most vulnerable and poorest communities on this planet. By simply banning any product that contains ejiao from your platform.

The UK public can make a huge difference, says Miller, by writing to their local MP, writing to their local newspaper and [signing Brooke's petition](#) to ban ejiao sales on Amazon. He added:

I personally have seen first-hand how the production of ejiao devastates communities, particularly the poorest in Africa. It has a huge impact not only on women, but the health and education of children.

Anyone that has a heart, that cares about animals and that cares about people would want to support the ban of ejiao worldwide.

In 2025, Brooke found that if the trade continues at its current rate, [Africa could lose half its donkey population by 2040](#)

By [signing Brooke's petition](#) people can help expose a largely hidden trade and build pressure for meaningful change.

Featured image via Brooke

By [The Canary](#)

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