



Office of the Ministers
Economic Development, Tourism and Culture
Environment
PO Box 2703, Whitehorse, Yukon Y1 2C6

April 22, 2026

Kruti Patel Goyal, Chief Executive Officer
Etsy Global Headquarters
117 Adams Street
Brooklyn, NY 11201

Dear Kruti:

RE: Etsy's recent decision to prohibit the sale of fur products

On behalf of the Government of Yukon, we are writing to express concern with Etsy's recent decision to prohibit the sale of fur products on your platform.

In the North, fur is not a luxury—it is a vital part of culture, tradition, and livelihood. It reflects generations of knowledge, sustainable practices, and a deep connection to the land.

While Etsy connects millions of buyers and sellers globally, this decision appears to have been made without a clear understanding of its impact on Canada's Indigenous and northern artisans. It does not distinguish between large-scale industrial fur production and small-scale, ethical, and culturally significant harvesting practices.

This approach also conflicts with Etsy's commitment to supporting small markets. It risks excluding artisans who already face geographical and economic barriers, while continuing to allow other animal-based products such as leather and wool.

For many First Nations, Inuit and Métis artisans, fur is central to identity, culture and economic participation. Harvesting practices in the Yukon are strictly regulated, humane, and rooted in sustainability. Fur is also a natural, biodegradable material – unlike many synthetic alternatives.

In the Yukon, trapping contributes to our local economy and provides essential seasonal income in many rural and remote communities. Millions of dollars are generated annually through the harvesting of fur. Many artisans rely on platforms like Etsy to reach broader markets otherwise from remote northern regions. The removal of this marketplace will have a disproportionate negative impact on creators and small-scale producers.

We urge Etsy to reconsider its blanket prohibition on fur products and instead adopt a more balanced approach, one that recognize Indigenous-made goods, sustainably sourced materials, and products created within regulated jurisdictions, such as Canada.

We welcome the opportunity for dialogue with Etsy representatives, Yukon First Nations, and industry representatives to ensure informed, respectful, and inclusive decision-making.

Thank you for your consideration. We look forward to your response.

Sincerely,



Hon. Jen Gehmair
Minister of Economic Development, Tourism and Culture



Hon. Wade Istchenko
Minister of Environment

Cc:
Sierra van der Meer
Deputy Minister

Dennis Berry
Deputy Minister