



Responsible Down Standard – Brief overview

What is the RDS?

The Responsible Down Standard is an independent, voluntary global standard, which means that companies can choose to certify their products to the RDS, even if there is no legislation requiring them to do so. The RDS was developed and revised over three years, with the input of animal welfare groups, industry experts, brands and retailers. The standard recognizes the best practices in animal welfare, and excludes those that violate the animal's well being. More details can be found at <http://responsibledown.org/>.

Our Goals

The Responsible Down Standard ensures that down and feathers come from ducks and geese that have been treated well. This means enabling them to live healthy lives, express innate behaviors, and not suffer from pain, fear or distress. The standard also follows the chain of custody from farm to product, so consumers can be confident that the down and feathers in the products they choose are truly RDS.

Key Points of the RDS

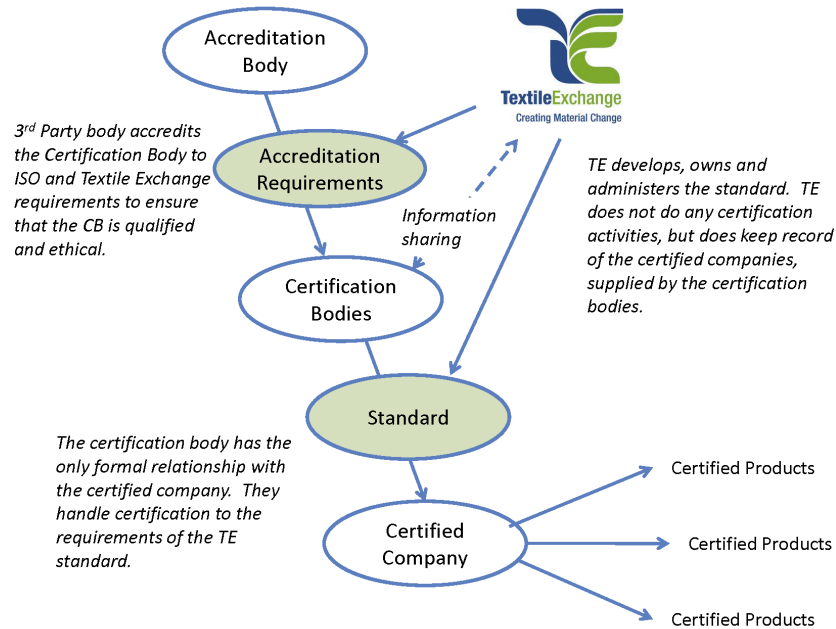
- Any removal of down and feathers from live birds (live-plucking or molt-harvesting) is prohibited
- Force-feeding is prohibited
- The welfare of the birds is respected at all times: from hatching to slaughter
- RDS down and feathers is properly identified at all times; this ensures that non-RDS down and feathers are not mistakenly identified as RDS
- The entire supply chain is audited by a professional, third party certification body
- Only products with 100% certified down and feathers carry the RDS logo

Responsible Down Standard 2.0

Officially launched in January 2014, the RDS is a comprehensive, global, third-party certified animal welfare and traceability chain of custody standard for down and feathers, and is available for use by any company. After the initial release, the standard was revised by a multi-stakeholder International Working Group. The group included the European Outdoor Group, and Outdoor Industry Association, The North Face, adidas, Coyuchi, animal protection organizations FOUR PAWS and Humane Society International, as well as the European Down and Feather Association, and Pro-Down Alliance.

The RDS is owned by Textile Exchange (TE), which is a highly respected international non-profit with extensive experience in standards development and ownership. TE does not engage in any

certification activities: all of its focus is on supporting the quality and adoption of its standards. Independent third-party Certification Bodies conduct the certification process.



Industry Adoption of RDS

From the beginning, the RDS has been designed for global use by the entire down and feather supply chain: from industrial farms to collector-based households, from Europe to Asia. It achieves a balance of rigor and practicality.

The goal of the RDS is to positively impact the down and feather industry to the greatest extent possible. Making the standard both meaningful and accessible leads to wide-scale adoption and the ability to influence many more supply chain members, and ultimately lead to the greatest change.

The RDS has been picked up by over 40 recognized brands, with active interest by even more. There has been extensive media coverage of the RDS; it is well recognized within the outdoor industry, and efforts are already underway to expand its use in the bedding, home, and hospitality industries.

Over 300 sites have been certified to date, in Eastern Europe, China and Taiwan.

Over 100 million birds will fall under the RDS in 2015.