

## Canada Goose Achieves Responsible Down Certification

*Lifestyle brand delivers against Sustainable Impact Strategy with new milestone*

**TORONTO, ON (November 9, 2021)** – Today, Canada Goose announced that it has achieved certification under the [Responsible Down Standard](#) (RDS). With this accreditation, the brand joins other Responsible Down Certified global manufacturers who embrace sustainability and animal welfare. The RDS is an international, voluntary program that monitors the chain of custody for certified materials and ensures that RDS down standards are maintained throughout the entire supply chain.

“We are driven by our purpose to keep the planet cold and the people on it warm,” said Dani Reiss, President & CEO, Canada Goose. “With today’s announcement, we have reached yet another milestone in the journey to deliver on our purpose, months ahead of schedule.”

Recognized globally by consumers and across the textile industry, RDS provides a common set of expectations and aligns with Canada Goose’s focus on manufacturing best-in-class products that epitomize sustainable innovation. As a certified member, Canada Goose will continue to actively participate in the RDS Global Working Group, governed by the Textile Exchange, to ensure that the RDS continues to evolve and reflect best practices in the industry.

“The Responsible Down Standard is a global standard for best practice in down production,” said La Rhea Pepper, CEO, Textile Exchange. “The RDS helps ensure duck and goose welfare is protected at the farm level and then tracks that material all throughout the supply chain. We’re thrilled to see Canada Goose achieve this high standard.”

This accomplishment strengthens the brand’s dedication to sustainability, continually working toward and building upon its Sustainable Impact Strategy. Canada Goose reaffirms this through its purpose platform, [HUMANATURE](#), which unites its sustainability and values-based initiatives, underscoring its commitment to keep the planet cold and the people on it warm. Canada Goose’s goals are ambitious with aggressive timelines in order to create impact and drive change. Those goals include achieving net-zero carbon emissions by 2025; aiming for 90 per cent of Canada Goose fabrics to receive bluesign® approval for responsible and sustainable practices by 2025; and transitioning 90 per cent of its materials to Preferred Fibres and Materials (PFMs), which are sustainable alternatives to conventional materials, by 2025.

To read the full report, visit: [canadagoose.com/sustainability](https://canadagoose.com/sustainability).

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### About Canada Goose

Founded in 1957 in a small warehouse in Toronto, Canada, Canada Goose (NYSE:GOOS, TSX:GOOS) is a lifestyle brand and a leading manufacturer of performance luxury apparel. Every collection is informed by the rugged demands of the Arctic, ensuring a legacy of functionality is embedded in every product from parkas and rainwear to apparel and accessories. Canada Goose is inspired by relentless innovation and uncompromised craftsmanship, recognized as a leader for its Made in Canada commitment. In 2020, Canada Goose announced HUMANATURE, its purpose platform that unites its sustainability and values-based initiatives, reinforcing its commitment to keep the planet cold and the people on it warm. Canada Goose also owns Baffin, a Canadian designer and manufacturer of performance outdoor and industrial footwear. Visit [www.canadagoose.com](https://www.canadagoose.com) for more information.

**About Textile Exchange**

Textile Exchange is a global non-profit that creates leaders in the preferred fiber and materials industry. Textile Exchange develops, manages, and promotes a suite of leading industry Standards as well as collects and publishes critical industry data and insights that enable brands and retailers to measure, manage, and track their use of preferred fiber and materials. For more information, visit [TextileExchange.org](https://TextileExchange.org).

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