



American Association of Equine Practitioners
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Ms. Kruti Patel Goyal
Chief Executive Officer
Etsy Inc.
117 Adams St.
Brooklyn, NY 11202

July 20, 2026

Dear Ms. Patel Goyal,

On behalf of the American Association of Equine Practitioners (AAEP) and our more than 9,000 members across the world, I am writing to urge Etsy Inc. to immediately discontinue the sale of products containing ejiao, a gelatin derived from donkey hides and used in traditional Chinese medicine and cosmetics. There is no credible scientific evidence supporting the efficacy of ejiao for its purported uses, while bioequivalent alternatives can be produced through cell culture without relying on animal-derived materials. The growing popularity for ejiao is causing an alarming global animal welfare crisis.

Donkeys often suffer in this trade, with up to 20% dying during transport due to stress, injury, or inhumane conditions. Slaughter practices in many countries fall far short of humane standards, compounding the cruelty.

Beyond these welfare concerns, global demand for ejiao is driving a steep decline in the world's donkey population. This has serious consequences not only for the animals, but also for rural communities across the developing world that depend on donkeys for essential daily tasks such as fetching water and transporting goods to market. The loss of a single donkey can be economically devastating to a family.

The United States imports approximately \$12 million worth of ejiao each year, ranking as the third-largest importer worldwide, and much of the product is sold via online platforms such as Etsy. We applaud companies like eBay and Jet.com (a Walmart-owned entity) which have taken voluntary steps to remove ejiao products from their platforms. We request that Etsy remove products containing ejiao from the Etsy platform and establish and implement a policy

prohibiting the future sale of ejiao and other products derived from the commercial donkey hide trade.

Please contact Dr. Ashley Morgan at 703-517-1196 or amorgan@aaep.org with any questions.

Sincerely,

A handwritten signature in cursive script, appearing to read "Sarah Reuss".

Sarah Reuss, VMD, DACVIM
AAEP President