

May 20, 2026

Kruti Patel Goyal
CEO, Etsy, Inc.
117 Adams Street
Brooklyn, NY 11201

Dear Ms. Goyal:

I write to express concerns regarding Etsy's recently announced Animal Products Policy, effective August 11, 2026, which prohibits the sale of products made from or containing natural fur from animals killed primarily for their pelts. While I understand the intent, its blanket application, without any exemption for authentic Alaska Native garments, handicrafts, and accessories made from lawfully harvested animals, will have disproportionate consequences for Alaska Native artisans who depend on Etsy's platform to sell their traditional handmade goods.

For thousands of years, Alaska Native people have sustainably harvested wildlife and used those harvests to create clothing, handicrafts, and artwork. Today, these practices are recognized and protected under federal law. The Marine Mammal Protection Act of 1972 (MMPA), for example, permits Alaska Native people to take marine mammals and to create and sell "authentic Native articles of handicrafts and clothing" made from lawfully harvested marine mammals, including sea otter fur, subject to strict requirements that these harvests are not taken in a wasteful manner, and is regulated by both the U.S. Fish and Wildlife Service (Service) and the National Oceanic and Atmospheric Administration (NOAA).¹ The Indian Arts and Crafts Act of 1990 (IACA) further establishes a framework to protect authentic Alaska Native-produced art and craft products.² Most recently, reflecting strong bipartisan recognition of these issues, the United States Senate unanimously passed S.254, the Alaska's Right to Ivory Sales and Tradition (ARTIST) Act.³ That legislation amends the MMPA to preempt overly broad state-level bans that have inadvertently swept up lawful Alaska Native ivory handicrafts, highlighting Congress's view that Alaska Native artisans can and should continue the ability to exercise these lawful, cultural traditions.

Notably, the materials used in Alaska Native handicrafts are not "killed primarily for their pelts," the language of Etsy's own Animal Products Policy, but are harvested as part of a subsistence lifestyle with a deep respect for the land and wildlife.⁴ Importantly, Etsy's policy already recognizes this distinction by expressly allowing certain "byproduct materials," including leather, sheepskin, and wool. That carve-out reflects the common-sense understanding that materials derived from animals harvested for other purposes are fundamentally different from products associated with any illegal or unsustainable fur trade. Alaska Native handicrafts

¹ 16 U.S.C. § 1371(b)(1), (b)(3); 50 C.F.R. § 18.3

² 25 U.S.C. § 305 et seq.

³ S. 254, 119th Cong. (2025), <https://www.congress.gov/bill/119th-congress/senate-bill/254/text/is>.

⁴ See *Animal Products Policy – Effective Starting 11 August 2026*; <https://www.etsy.com/legal/policy/animal-products-policy-effective/1476192396849>

incorporating fur fall squarely within that same principle, as the fur used in these works is a byproduct of lawful harvests tied to cultural tradition and food security. By failing to extend a similar clarification to authentic Alaska Native handicrafts, Etsy's policy draws an inconsistent line, inadvertently targeting artisans and traditional practices protected under federal law.

This outcome also conflicts with Etsy's stated corporate mission, which describes itself as "the global marketplace for unique and creative goods" and is to "Keep Commerce Human." Authentic Alaska Native handicrafts, handmade by individual artisans in remote communities using traditional techniques passed down across generations, are exactly the kind of culturally significant, human-centered goods that Etsy's platform should support.

Many Alaska Native artisans live in remote communities where the cost of living is extraordinarily high and economic opportunities are limited. For these artisans, the ability to sell traditional handicrafts on a platform like Etsy provides a critical source of supplemental income and access to broader markets that would otherwise be unavailable. Etsy's platform has enabled Alaska Native artisans to share their cultural heritage with buyers across the country and around the world. Stripping that access away, without any pathway for these lawful, regulated products, harms some of America's most economically vulnerable communities, who have done nothing wrong and whose practices reflect the responsible stewardship of natural resources.

While we can all agree that measures must be taken to combat illegal wildlife harvests and trafficking, imposing a blanket prohibition that makes no distinction for lawful Alaska Native handicrafts will harm Alaskans without providing any meaningful conservation benefit. I urge Etsy to reconsider and clarify its policy by adopting a pathway for the sale of authentic Alaska Native handicrafts that incorporate fur, aligned with the broader federal legal framework Congress has carefully constructed to protect both wildlife and Alaska Native cultural heritage.

I welcome the opportunity to speak with you and to facilitate meetings between you and my constituents to discuss this matter further.

Sincerely,



Dan Sullivan
United States Senator