

CENTER
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HUMANE
ECONOMY

SKIN IN THE GAME

AN INVESTIGATION INTO THE ILLEGAL TRADE OF
KANGAROO PARTS IN CALIFORNIA

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“Part of the reason you see companies use the phrase “k-leather” is that they don’t like advertising the fact that kangaroo leather comes from the hide of a kangaroo. The use of kangaroo leather is very controversial, with the sale of kangaroo leather products being banned in California, so the abbreviation helps hide the cleat’s contentious origins.”

The18.com

Looking At Different Cleat Materials: Which Ones Are Popular And Who Wears What?

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SKIN IN THE GAME

AN INVESTIGATION INTO THE ILLEGAL TRADE OF KANGAROO PARTS IN CALIFORNIA

For context

Commercial shooters kill some two million wild kangaroos a year in their native Australian habitat to profit from the trade in their skins, a toll that includes 400,000 joeys bludgeoned to death or left behind to starve after their mothers are slain. Recognizing the inhumanity of the industry, California's legislature re-imposed a ban on the sale of kangaroo products in 2016.

An investigation by the Center for a Humane Economy found that enforcement of the ban has been non-existent, and kangaroo skin soccer shoes from Nike, adidas, Puma and six other major manufacturers remain available at sporting goods and specialty soccer stores throughout the state.

The government of Australia continues to allow this commercial slaughter even after cataclysmic fires scorched Australia just months ago, killing more than a billion animals, including uncounted kangaroos. Scientists predict climate change will continue to alter habitats and make it more difficult for kangaroos to survive at their pre-existing population levels. Today kangaroos face a perilous future from these dual human impacts – commercial slaughter of native wildlife on a massive scale, and climate-change-induced fires of unprecedented intensity.

Australia's fires triggered an outpouring of compassion from the global community, with people from around the world sending aid and volunteering to help. One of their tasks was to feed and care for orphaned and injured joeys. Now, six months after the round-the-clock efforts to nurse these traumatized animals back to health, the kangaroos may be released into their native habitats only to be shot for soccer shoes in the largest commercial killing of wildlife in the world.

Halting the sale of kangaroo leather soccer shoes in California – the biggest soccer market in the country – would have a major impact on the survival of kangaroos. It is the market for skins that drives the commercial kangaroo industry, with 70 percent of all skins sold for soccer shoes, known as soccer cleats.

Neither soccer players nor soccer stores in California will be set back without kangaroo skin shoes. The high-performance choice of top players today are shoes made of synthetics, mesh, knits, and artificial kangaroo skin. These are by far the top-selling soccer cleats throughout the state.

Executive summary

Nine athletic shoe manufacturers, including global brands Nike, adidas and Puma, sell over 70 models of soccer cleats made of kangaroo skin. While legal in 49 states, the trade in kangaroo parts is prohibited in California, with 40 million consumers.

California Penal Code § 653o (“§ 653o”), prohibiting the commercial import or sale of kangaroo parts in the state, became law in 1971. Each individual violation is punishable by a fine of \$1,000 to \$5,000 and/or six months in county jail. From 2007 to 2016, at the urging of Australia’s commercial kangaroo industry, the California Legislature suspended the ban, but it has been in effect for the past four years.

An investigation by the Center for a Humane Economy revealed the law to have minimal impact on curtailing the sale of kangaroo leather (widely known as “k-leather”) soccer shoes into and within the state. Due to lack of enforcement by authorities, compliance with the law is largely voluntary, driven by the ethics of manufacturers and retailers.

The demand for “old school boots” made of kangaroo leather is being met despite the state law. Numerous store owners point out that California’s failure to enforce the law leaves violators free to engage in an unfair business practice. Authorities should not allow honest retailers to be undercut by competitors knowingly breaking the law by trading in kangaroo parts.

Today, kangaroo leather cleats are readily obtained in California, with more brick-and-mortar and online retailers breaking the law than adhering to it. The Center’s findings are intended to highlight the need for California authorities, including multiple law enforcement agencies, to take necessary steps to ensure compliance with § 653o so that, as the legislature intended, California is not contributing to the commercial killing of kangaroos in Australia.

In examining nine soccer shoe manufacturers, 124 independent soccer stores, eight national chains with 460 locations in California, and 76 online retailers, the Center found:

- Nine major athletic footwear manufacturers, with headquarters in Germany, Italy, Japan and the U.S., violate the law by supplying California retailers with tens of thousands of kangaroo leather soccer cleats each year. Nike, adidas, and Puma sell the most “k-leather” shoes into the state.

- Seven of those nine manufacturers violate the law by selling kangaroo leather soccer cleats directly to California residents from their websites. Earlier this spring, Nike appeared to have halted the practice after repeated notices from the Center for a Humane Economy, but has resumed illegal sales.
- Illegal kangaroo leather soccer shoes can be purchased at over 70 percent of the 124 soccer specialty retailers in the state, ranging from Chula Vista to Redding.
- Of soccer stores in the Los Angeles area, 45 violate the law, 12 do not. Of soccer stores in the San Francisco area, 21 violate the law, eight do not.
- Of the four national sporting goods chains, collectively operating 370 stores in the state, only Dick's Sporting Goods violates the law. Some, but not all, of Dick's 58 locations sell kangaroo leather cleats.
- Of the 76 dominant e-commerce websites selling kangaroo leather cleats, 84 percent do not appear to take any measures preventing the illegal sale of kangaroo leather soccer cleats to California customers, including eBay and Eastbay; eight percent acknowledge the California law but violate it, like Zappos and Dick's Sporting Goods; seven percent block orders and prevent violations, like Amazon and Soccer.com.
- Of California businesses selling kangaroo leather soccer cleats, the largest violators include The Coliseum, Nicky's Sports, Soccerkrazee, Soccer Post, Soccer Pro Inc., Soccer Wearhouse and Xtreme Soccer.

Over several months, the Center has investigated compliance with California Penal Code § 653o, the statute banning the import and sale of kangaroo leather in California. We directly contacted every major athletic shoe manufacturer and retailer selling in the state, examined their websites for inventory and offerings, made numerous in-person visits to soccer stores, searched law enforcement records, and engaged in a wide range of other activities to understand the athletic wear industry's level of compliance with the law.

This Report identifies key players in the soccer cleat industry who fail to comply with the ban, recommends best practices to achieve compliance, and strongly urges California authorities to enforce the kangaroo products prohibition.

The Center for a Humane Economy, a nonprofit organization promoting a more humane economy through corporate engagement and advocacy, works with companies to decrease or eliminate adverse impacts on animals in their production practices, supply chains, and research and development activities.

Who is breaking the law?

Manufacturers when they:

- Sell kangaroo leather cleats to stores in California
- Sell kangaroo leather cleats and ship to a California address

California stores when they:

- Buy kangaroo leather cleats to sell
- Sell kangaroo leather cleats to shoppers
- Sell kangaroo leather cleats and ship to a California address

Websites when they:

- Sell kangaroo leather cleats and ship to a California address

How the law is broken



Crikey.com

Manufacturers of kangaroo soccer shoes



Crikey.com

Official Website



Soccer Shop

On Sunset Strip



BigCleat.com

Online Retailer



California

Customer

Introduction

The world first took notice of soccer cleats made from kangaroo skin at the 1970 World Cup where Pele famously delayed the start of Brazil's quarterfinal match with Peru to tie the shoes of his new, exotically sourced Puma Kings. For so publicly cinching and putting a bow on his new signature cleats, Pele was reportedly paid \$120,000 by Puma. The US trade was interrupted, with several species of kangaroos listed as threatened or endangered in the Endangered Species Act passed by Congress in 1973. But cleats made from kangaroo skins had landed on the world stage and athletic shoe companies persisted with their use as a core material in their shoes.

Kangaroos were removed from the list of endangered species in the U.S. in 1995, clearing the way for wider use. But it was not without controversy, and animal activists in Britain soon started a multi-year campaign to encourage David Beckham – the biggest soccer star of his era – to take a stand against kangaroo leather cleats. Reportedly after seeing the killing of kangaroos in their native habitat, Beckham obliged, trading in kangaroo leather for high-tech synthetic materials in his signature adidas Predators. Beckham brought his new kangaroo-free boots to California to play for LA Galaxy of Major League Soccer in 2007. It might have seemed the perfect fit, since kangaroo leather was illegal in California. But fans who wanted to emulate the greats in their footwear had other choices: Californians were still buying Pele's kangaroo leather Puma Kings and the adidas answer to it, the popular Copa Mundial, highlighted in the 1982 World Cup. "For unknown reasons, California Fish and Game haven't been enforcing the law," said a California Senate staff member that year. "They're being sold all over the place."

An animal advocacy group tried to enforce the law itself, arguing that adidas had engaged in an unfair business practice by not complying with the law. The group prevailed in the California Supreme Court, and the door seemed open to more citizen enforcement if necessary. adidas promptly took the fight to the California Assembly and with support from LA Galaxy and the Australian government, succeeded in freezing the ban on kangaroo products for four years, followed by a second extension for five years and a failed third attempt. The on-again, off-again, under-enforced kangaroo parts ban has been in effect since 2016.

What has it meant for kangaroo leather cleats four years later, in the state the Australian government calls "the largest soccer market in the world?" The Center undertook this investigation with the three-fold goal to 1) define the universe of businesses selling soccer cleats in California, 2) determine compliance with the kangaroo products law, and 3) understand enforcement efforts applied to the prohibition on trade in kangaroo parts.

California's ban on kangaroo products

Recognizing the need to protect animals becoming threatened and endangered in other parts of the world, California legislators passed § 653o in 1970. The statute forbade importing and selling products made from the body parts of fifteen animals. By prohibiting legal sales in the state, California legislators were doing what they could to lower the demand for killing these imperiled animals. A year later, kangaroos were added to the statute.

CALIFORNIA PENAL CODE § 653o

(a) It is unlawful to import into this state for commercial purposes, to possess with intent to sell, or to sell within the state, the dead body, or a part or product thereof, of a polar bear, leopard, ocelot, tiger, cheetah, jaguar, sable antelope, wolf (Canis lupus), zebra, whale, cobra, python, sea turtle, colobus monkey, kangaroo, vicuna, sea otter, free-roaming feral horse, dolphin or porpoise (Delphinidae), Spanish lynx, or elephant.

(d) A person who violates this section is guilty of a misdemeanor and shall be subject to a fine of not less than one thousand dollars (\$1,000) and not to exceed five thousand dollars (\$5,000) or imprisonment in the county jail not to exceed six months, or both that fine and imprisonment, for each violation.

Passage, suspension, resumption

California passed § 653o three years before Congress passed the Endangered Species Act ("ESA") in 1973, including kangaroos on the federal endangered species list. Congress considered § 653o when drafting the ESA, carving out the power to regulate trade of animal skins and products to the states (with a few exceptions concerning the licensing scheme created by the ESA).

The top three commercially hunted species of kangaroos were on the federal endangered species list until 1995 when the U.S. Fish and Wildlife Service classified the three species as "abundant" and removed them. This delisting action meant that California's law against the trade in kangaroo skins was the primary barrier to trade for athletic shoe companies. However, California did not enforce the ban, and kangaroo cleats remained on store shelves.

In 2005, the animal advocacy organization VIVA! USA sued adidas for gaining an unfair business advantage by violating § 653o. The California Supreme Court ruled in favor of VIVA! and dismissed adidas' arguments that § 653o was unconstitutional because regulation of kangaroo skins trade was the federal

government's job. (An elephant, python and kangaroo skin boot maker had made the same argument years earlier, but he too failed.) While this set a precedent for § 653o, the victory was short-lived, with kangaroo-using businesses seeking a different channel to allow their commerce to flourish. Months after the Supreme Court ruling in 2007, the California legislature passed legislation supported by adidas, the Australian government and LA Galaxy, suspending the ban on kangaroo products.

The prime sponsor of SB 880 and SB 1345, the bills creating a nine-year moratorium on the kangaroo parts ban, was Senator Ron Calderon. When lobbying groups attempted a third time to extend the moratorium, with Calderon no longer in the Senate (he was serving a 42-month sentence in federal prison for corruption), Assemblyman Mike Gipson took over as the legislative lead. Although a bill had been much anticipated but not introduced, in the final days of the session Gipson used the "gut and amend" technique to enable a vote on the kangaroo moratorium. The effort failed after being labeled as unscrupulous by the media and good-government and animal protection groups. Among the proponents of the moratorium, the Australian government was found by the California Fair Political Practices Commission to have violated the Foreign Agents Registration Act.

The kangaroo parts ban came back into force on January 1, 2016. The courts had determined that restricting trade in wildlife parts was a proper exercise of state authority and that the wording of the statute was "plain and unambiguous." The law has not been challenged meaningfully in the courts or in the Legislature by promoters of kangaroo skins since 2016. The singular issue now is enforcement.

The role of California Fish and Wildlife

Formed in part to regulate the trafficking of wildlife for their parts, the California Department of Fish and Wildlife is in the best position to take primary responsibility for enforcing § 653o. According to former California AG Bill Lockyer, "The Department is the state agency with primary authority to enforce the Fish and Game Code and Penal Code section 653o." A § 653o fact sheet on the Law Enforcement Division's page of the Department's website aids the public in understanding the law and says weakly, "The Department discourages the sale or commercial importation of any items containing these species except upon advice of a person licensed to practice law in California."

Since the ban was reinstated in 2016, the Department has not prosecuted a single individual or business for illegally importing or selling kangaroo products, including kangaroo leather soccer shoes. When contacted by the Center earlier this year, Captain Chris Stoots of the Department's Law Enforcement Division was unaware of any Department program to investigate the sale of kangaroo leather soccer

cleats. He circulated a set of questions drafted by the Center to Department attorneys and field investigators who may have better knowledge of ongoing investigations.

The Center corresponded with Captain Adrian Foss, of Delta Bay Enhanced Enforcement Program and Special Operations Unit (and the Wildlife Trafficking Unit), who explained that the Department receives very little information or reports on kangaroo products being sold in California. He wrote, “without very specific citizen reports, it is difficult to begin an investigation; we do not have inspection authority to randomly enter businesses and start seizing items based upon a hunch they might contain kangaroo. If they are out there, they would be very difficult to discern from other types of leather products without extensive laboratory examination (which our laboratory does not presently have capacities for, nor training in).” His response reinforces: (1) citizens’ tips are critical to kickstart investigations, and (2) the Department is not taking advantage of explicit declarations in manufacturers’ statements, retailers’ marketing, and, in many cases, labels on the shoe’s box and tongue announcing their kangaroo leather content.

Although the Department has primary responsibility to enforce § 653o, enforcement authority is not limited to the Department. Because the statute is part of California’s general criminal code, any law enforcement officer can investigate a potential violation in their jurisdiction. California city police officers, county sheriffs, or state troopers can investigate stores that may be selling kangaroo skin soccer shoes and file a crime report that is actionable by prosecutors. Citizens therefore can provide tips on violations to any law enforcement authority, but follow-up is at the discretion of the specific agency.



Manufacturers of kangaroo leather soccer shoes

Kangaroo leather cleats sold in California are produced by large multinational corporations offering branded athletic footwear, apparel, and accessories. Most are publicly traded companies. Some operate factories in their home countries, while others own or contract with factories overseas for production of kangaroo leather soccer cleats.

Table 1: Manufacturers of Kangaroo Leather Soccer Shoes Sold in California

Manufacturer	Website	Country	Type	Founded	Phone	Email
adidas*	adidas.com	Germany	Public	1949	(931) 234-2300	care@adidas.com
Diadora	diadora.com	Italy	Private	1948	39-0423-6581	customercare@diadora.com
Lotto Sport Italia	lotto.it/us/	Italy	Private	1973	39-0423-6181	customercare@lotto.it
Mizuno	mizunousa.com	Japan	Public	1924	81-6-6614-8465	direct.support@mizunousa.com
New Balance	newbalance.com	USA	Public	1906	(617) 783-4000	customercare@newbalance.com
Nike	nike.com	USA	Public	1964	(503) 671-6453	media.relations@nike.com
Pantofola d'Oro	pantofoladoro.com	Italy	Private	1886	39-0289-0960	info@pantofoladoro.com
Puma	us.puma.com	Germany	Public	1948	(978) 698-1000	customerservice.us@puma.com
Umbro	umbro.com	England	Public*	1924	44-161-492-2000	tactics@umbro.com

* In this Report we follow the adidas convention of not capitalizing their name.

Manufacturers Mailing Addresses

adidas, 5055 N Greeley Ave, Portland, OR 97217*

Diadora, Frazione Villa S. Antonio c/o CIT, 31031 Caerano di San Marco (TV), Italy

Lotto, Via Montebelluna 5/7, 31040 Trevignano (TV), Italy

Mizuno, 1-12-35 Nanko Kita, Suminoe-ku, Osaka 559-8510, Japan

New Balance, 100 Guest St, Boston, MA 02135

Nike, One Bowerman Drive, Beaverton, OR 97005

Pantofola d'Oro, Via Vidacillo 6, 63100 Ascoli Piceno (AP), Italy

Puma, 10 Lyberty Way, Westford, MA 01886*

Umbro, Umbro House, 5000 Lakeside, Cheadle, Manchester, SK8-#GQ, England

*address for U.S. division headquarters

Manufacturers, or those in their supply chain, purchase kangaroo skins directly from licensed skin dealers in Australia. The skin can be obtained semi-raw (fresh, salted, limed, pickled or otherwise preserved, for \$5 each) or already tanned (leather, for \$56 each). In 2016, the last year for which records are available, 1.3 million semi-raw skins were sold for \$6.4 million and shipped primarily to tanneries in Pakistan, Italy, Turkey, and Germany. Some 250,000 leather skins were sold for \$14 million, primarily going to factories in Vietnam, Indonesia, Japan, Germany, and Italy (in that order). These are the countries where most of the shoe production takes place.

Approximately 70 percent of all kangaroo skins sold are used for soccer cleats, making the production of soccer shoes the driver behind the commercial kangaroo industry in Australia. adidas is the world leader in purchasing kangaroo skin.

Of the manufacturers, five publicize policies that directly or indirectly apply to using kangaroo skin:

adidas: “We trust the Australian Government’s assurances and expertise in this matter.” “Our policies prohibit using leathers from animals that have been inhumanely treated, whether animals are wild or farmed. It is to be stressed that all leathers used are by-products of meat production.”

Diadora: A 2019 press release announced “the total abolition of kangaroo skin from all its products by the end of 2020.”

New Balance: “New Balance seeks to minimize usage of kangaroo leather and restricts the sourcing of kangaroo leather to that which is harvested lawfully under Australia national and state law, the U.S. Federal Endangered Species Act, and applicable international conventions.”

Nike: “Kangaroos - If wild caught, must be sourced from actively managed populations with government agency oversight.”

Puma: “Sustainability Rulebook, Target 2025: Zero use of exotic skins or hides.”

Besides wholesaling soccer shoes to retailers, all nine manufacturers sell directly to the public through their websites. Selling kangaroo leather soccer shoes to California residents from their websites is a violation of the statute. Four of the nine manufacturers also operate brick-and-mortar factory stores in California.

The Center began its multi-step investigation by identifying which models of soccer cleats use kangaroo leather, compiling a list of 72 models from nine manufacturers. This is the first comprehensive listing of all soccer shoe models made from kangaroos.

Table 2: 72 Models of Kangaroo Leather Soccer Cleats



Copa 19+**
Copa 19.1**
Copa 20+
Copa 20.1
Copa Kapitan
Copa Mundial
Mundial Goal
Mundial Team
Predator 20+ Dragon
Predator Accelerator Remake ZZ*
Predator Archive*
Predator Mania 19.1 ADV*
Predator Mania 19+ ADV*
Predator Mania Remakes (2018 onward)
Predator Precision Remake DB*
World Cup



Baggio 03 Italy OG
Brasil Classic
Brasil Italy OG
Brasil K-Leather
Brasil Made in Italy K-Leather Pro
Golden Boy TF
Maracana 18



Stadio 100 II
Stadio 300 II TF
Stadio Made in Italy



Morelia KL (and IN)
Morelia Japan
Morelia II Japan
Morelia Neo II (and TF)
Morelia Neo III Beta MJ*
Morelia Neo II K-Leather
Morelia Neo III Japan (and Indonesia)
Morelia Zero Japan
Rebula 2 Japan
Rebula 3 Japan
Rebula 3 Elite
Rebula 3 Pro
Rebula Cup
Wave Cup*



442 Pro
Audazo V4 K-Leather IN
Furon V5 Pro Leather**
Furon V6 Pro Leather
Tekela V1 Pro Leather**
Tekela V2 Pro Leather



Medusæ III Elite
Medusæ III Pro
Speciali 98 pro



Lazzarini Made in Italy
Lazzarini Tongue Made in Italy
Superleggera**
Superleggera 2.0



King Platinum
King Platinum Laser Touch
King Pro
King Pro TT
King Top
One 5.1**
One 19.1 Leather**
One 20.1



Lunar Legend VII Elite 10R IC**
Mercurial Vapor 13 Elite Tech Craft*
Phantom Venom Elite Tech Craft*
Premier II
Tiempo Legend 7 Elite**
Tiempo Legend 8 Elite

* Special or limited edition

** Older model but currently available

Diadora announced it will stop using k-leather in soccer shoes by the end of 2020

Several investigators in California then attempted to purchase kangaroo leather cleats from manufacturers' websites to assess compliance with the ban. They used their home addresses in the Los Angeles area.

Of the nine manufacturers' websites, seven violate the law by selling and delivering kangaroo cleats to California addresses. Of the three dominant brands of soccer shoes – adidas, Nike and Puma – only adidas blocked the sale. Nike, the world's largest athletic apparel manufacturer with annual revenues of \$34 billion, violated the California law despite being the only manufacturer to directly address the matter on its website. From the Nike.com Help section:

WHY ARE SOME SOCCER CLEATS NOT AVAILABLE FOR SHIPMENT TO CALIFORNIA?

The California Penal Code prohibits the sale of products made from, among other materials, kangaroo leather. Nike uses kangaroo leather in a limited number of our Premier and Tiempo soccer cleats. We will cancel all orders placed for these products with a California shipping address. Nike Mercurial, Hypervenom, Phantom Vision, and Magista soccer cleats can be shipped to California since they do not include kangaroo leather.

On January 16, 2020, the Center wrote to Nike CEO John Donahoe, trying to engage in a conversation to phase out kangaroo leather use in Nike's shoes.

On February 2, a Center investigator ordered a pair of Nike Tiempo Legend 8 Elite soccer shoes that were delivered to her California address, demonstrating that www.nike.com was not complying with the law. The sale was documented and the shoes were returned (as in all cases).

On February 26, the Center spoke with Nike's Shelly Hubbard of the Investor Relations team and Alex Hausman, Sustainable Reporting and Disclosure Director, alerting them to Nike's noncompliance with the California ban. Ms. Hubbard said she would discuss with Nike's legal team and reconnect with the Center.

On March 20, Center investigator Robert Ferber, former animal cruelty prosecutor for City of Los Angeles, ordered a pair of Tiempo Legend 8 Elite that was delivered. On May 5, he ordered a different kangaroo leather model, the Mercurial Vapor 13 Elite Tech Craft, that was also delivered.

On May 24, the Center attempted to reengage with Shelly Hubbard and Alex Hausman. There has been no response, but when Ferber repeatedly attempted to purchase Tiempo Legend 8 Elite cleats over the

next several days, his orders were blocked.

On July 14, Ferber ordered a pair of Tiempo Legend 8 Elite from the Nike.com website. The cleats arrived at his Los Angeles residence on July 21. Nike's apparent compliance with state law was short-lived.

Table 3: Manufacturers Violating the Law From Their Websites

Brand	Law Violation	Model	Purchased From	Result
adidas	No	Copa 19.1	adidas.com	Blocked 2/20
Diadora	Yes	Brasil Italy K-Pro	diadora.com	Delivered 5/20
Lotto	Yes	Stadio 300	lotto.it/us	Delivered 2/28
Mizuno	No	Neo KL MD	mizunousa.com	Blocked 3/13
New Balance	Yes	Furon V5 Pro	newbalance.com	Delivered 6/16
Nike	Yes*	Tiempo Legend 8 Elite	nike.com	Delivered 2/2, 3/20, 5/5, 7/20
Pantofola d'Oro	Yes	Superleggera 2.0	pantofoladoro.com	Delivered 3/18
Puma	Yes	King Pro	puma.com	Delivered 2/27
Umbro	Yes	Speciali Pro	umbropremier.com	Delivered 3/7

**For a period this spring, Nike.com appeared to have suspended direct sales of kangaroo leather soccer shoes to California consumers. Orders for Tiempo Legend 8 Elite were delivered to Center investigators in February, March and early May of this year. In late May, the Center's orders were blocked. By July, Nike resumed illegal direct sales into California.*

In addition to Nike, six other manufacturers violated the law by fulfilling orders placed by the Center's California investigators: Diadora, Lotto, New Balance, Pantofola d'Oro, Puma and Umbro. The Center has written to these manufacturers.

Almost perfect compliance by manufacturers' stores in California

Four manufacturers operate factory stores throughout the state, often located in outlet malls. Featuring discounted and "value" merchandise, these stores do not appear to be a consistent channel for the brands' more expensive kangaroo leather models. Store personnel at Nike and Puma said online returns to the store can explain the occasional presence of kangaroo leather cleats on their shelves. Investigators found a single pair of kangaroo leather cleats at the Valencia Nike Factory Store.

When the Center investigated in the spring of 2020, the downtown San Francisco Nike Store sold kangaroo leather cleats. On a June 26 phone call, a store employee informed the Center that kangaroo leather cleats were no longer available and were being "returned to Nike HQ."

Table 4: Manufacturers' Factory Stores' Near Perfect Compliance

Company	# of Locations	Sells Cleats	Sell Kangaroo
adidas	29	Yes	No
Nike	36	Yes	No*
New Balance	15	Yes	No
Puma	15	Yes	No*

**Online returns account for the occasional kangaroo leather soccer shoe available at these factory stores*



Retailers of kangaroo leather soccer shoes

Profile of retailers

Using online search, maps, Yelp, social media, company websites, directories, phone calls and industry consultants, the Center identified retailers in California selling soccer cleats. They were grouped into two categories: Soccer Stores and National Chains.

Soccer Stores are independently owned brick-and-mortar specialty retailers that cater to soccer players with footwear, apparel, and equipment. Often located in suburban strip malls or secondary business districts, they can range from a single small “ma and pa” location to large, highly designed locations with elaborate signage and marketing. Some stores may have a Facebook Page or an e-commerce platform on their websites. Though independently owned, a dozen soccer stores in the state have a loose affiliation with a national franchisor like One Hundred Percent Soccer, Soccer City, Soccer Post or Soccer Store.

National Chains are large sporting goods corporations, often publicly traded, with locations throughout the country providing outfitting and equipment for a variety of sports. We include only the sporting goods chains that have enough of a selection to attract soccer shoe shoppers. (Factory outlet stores are considered above.)

Table 5: National Chains in California Selling Soccer Cleats - 370 Locations

Company	Stores	Law Violation	Website	Type	Founded	Phone
Big Five Sporting Goods	224	No	big5sportinggoods.com	Public	1997	(310) 536-0611
Dick's Sporting Goods	58	Yes	dickssportinggoods.com	Public	1996	(724) 273-3400
Hibbett Sports	15	No	hibbett.com	Public	2007	(205) 942-4292
WSS	73	No	shopwss.com	Private	1985	(310) 532-6652

National Chains' Mailing Addresses

Big Five Sporting Goods, 2525 El Segudo Blvd, El Segundo, CA 90245

Dick's Sporting Goods, 345 Court Street, Coraopolis, PA 15109

Hibbett Sports, 2700 Milan Court, Birmingham, AL 35211

WSS, 879 West 190 Street #1200, Gardena, CA 90248

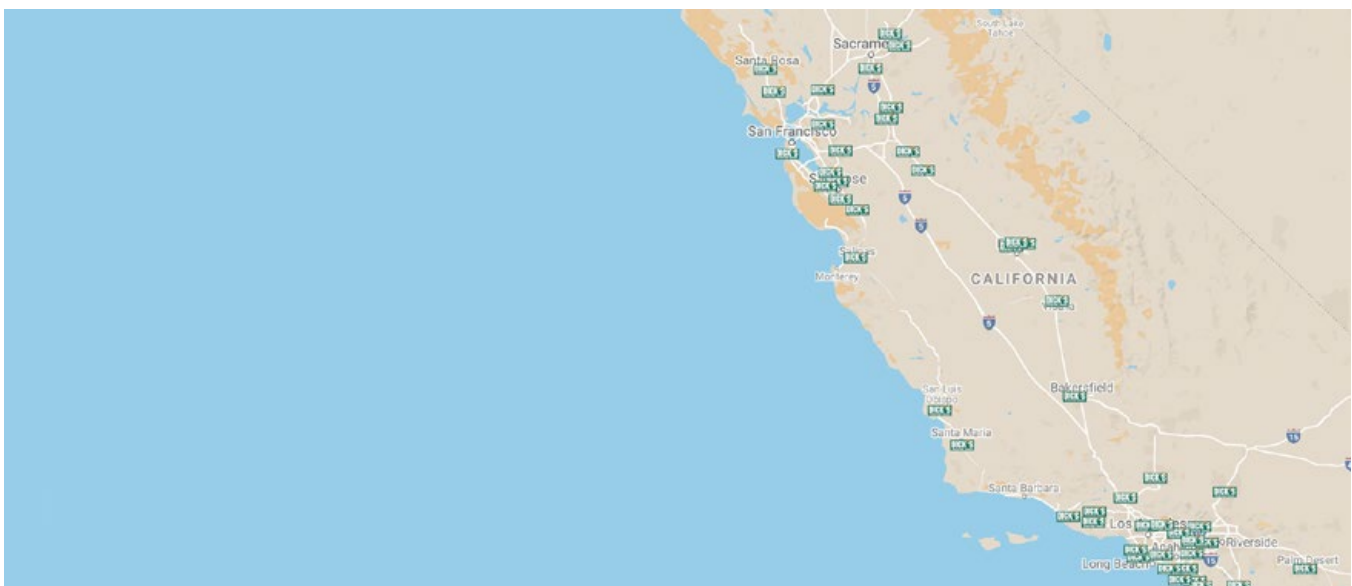
Four chains in California selling soccer cleats

Big Five Sporting Goods is by far the largest sporting presence in California and does not sell kangaroo skin soccer cleats in its stores or online. Like the factory outlet stores mentioned earlier, Big Five inventory emphasizes affordable, entry and mid-level models of athletic shoes, including soccer cleats. While it sells numerous brands, Big Five does not stock the top tier of soccer shoes, which is typically where kangaroo models are positioned.

Dick's Sporting Goods has an uneven approach to following the law. The Center found nearly a dozen California stores with kangaroo leather soccer shoes on their shelves. (In fact, a Center investigator purchased a pair of adidas Copa 20.1 at the Long Beach location in mid-July.) Yet the Center phoned a dozen other Dick's stores to be told by associates and managers Dick's does not stock kangaroo leather cleats, some referencing the California law. Because no one at the store level could reference a company policy, the Center made repeated attempts to reach California district managers and the corporate headquarters in Pennsylvania. The Center was contacted by a Dick's supply chain consultant who said the news was "surprising," but added he could not speak for the company.

Hibbett Sport does not carry kangaroo leather soccer shoes in the state, though it offers a small selection online. The few Hibbett managers the Center spoke with were not familiar with the law prohibiting kangaroo products.

WSS has in the past sold kangaroo soccer cleats in its California stores and online, but today they cannot be found in either place.



Dick's Sporting Goods sells kangaroo leather cleats at some but not all of its 58 California locations.

Independent Soccer Stores in California (non-chain stores)

The center has identified 124 independent soccer stores in the state of California. The stores in the following tables are color-coded to indicate their status regarding selling kangaroo leather soccer cleats.

● = Breaking the Law ● = Following the Law ● = Temporarily Closed

Table 6: Independent Soccer Stores in California – 124 Locations

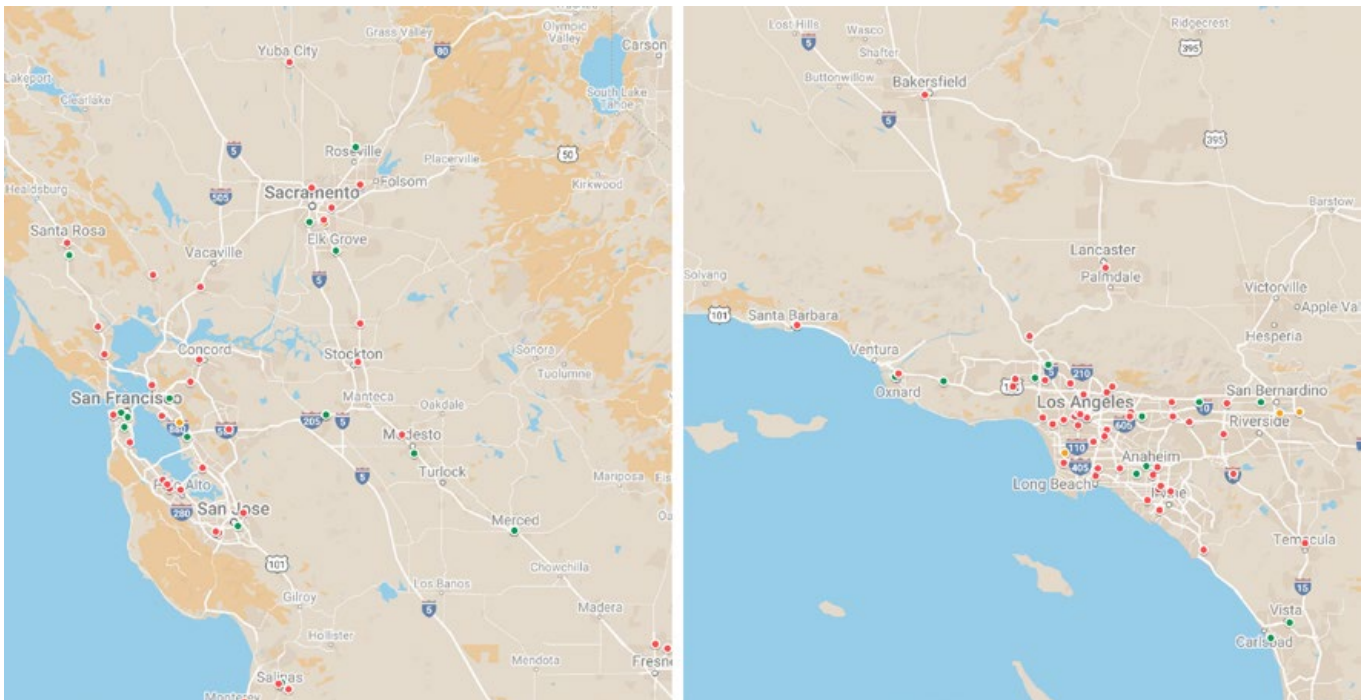
85 businesses operate 124 locations		
● 100 Percent Soccer (2)	● Merced Soccer Shop	● Soccer One
● A-1 Soccer Warehouse	● Montclair Sports	● Soccer Plus
● Aggressive Soccer (2)	● My Soccer Store	● Soccer Post (2)
● All Season Soccer	● My Sport	● Soccer Pro
● Arza Soccer	● Newport Soccer Store	● Soccer Pro Inc (7)
● Asby Sports	● Niky's Sports (8)	● Soccer Santiago
● Azteca Soccer (2)	● Pacific Soccer	● Soccer Shop USA (3)
● BK Sports	● Planet Soccer	● Soccer Shot Chula Vista
● Central Valley Soccer Store	● Pro Soccer	● Soccer Store
● Century Soccer Commerce	● Pro Soccer Inc.	● Soccer Stores*
● Classic Soccer Plus	● Redlands Soccer Store	● Soccer Stores*
● Classic Soccer Shop	● Salinas Futbol Central	● Soccer Stores*
● Corona Sports	● Sami's Sports	● Soccer USA
● Dayak's Den Soccer	● Soccer Action USA	● Soccer Wearhouse (4)
● Deportes Azteca	● Soccer and Sports	● Soccer World
● Deportes Rabadan	● Soccer Center	● Soccerkrazee (4)
● Deportes Salazar	● Soccer City*	● Soccerloco (3)
● El Fanta Sports	● Soccer City*	● Solo Soccer Shop
● Elite Sport Soccer	● Soccer City*	● South Bay Soccer Shop
● Elite Sport Soccer	● Soccer City*	● Sports Page Soccer Wearhouse
● Extreme Soccer & Rugby	● Soccer City*	● Sportsland
● Fanaticos	● Soccer City La Puente	● Sunset Soccer Supply
● Futbol Fanatics	● Soccer Express	● The Coliseum (3)
● Glory Trading	● Soccer Express Inc.	● The Willow Soccer
● Goetz Bros	● Soccer Garage	● Todo Deportes Soccer Store (2)
● Kombat Soccer (2)	● Soccer Junction	● Upland Soccer Store
● L 3 Soccer Store	● Soccer Mart	● Valley Sport
● Leon Leather and Soccer Shop	● Soccer Mexico	● Xtreme Soccer (6)
● Leon Soccer Shop	● Soccer Mexico Enterprise	
● Mary & Joe's Sporting Goods	● Soccer Nation & Faby's Fashion	

(x) Number of stores in parentheses | *Independently owned franchises with differing policies

Stores in brief

- Over 70 percent of stores* sell kangaroo leather soccer shoes
 - 85 stores violate the law, 33 stores comply with the law, six stores are temporarily closed
- The 124 soccer stores are owned by 85 businesses
 - 20 percent of those businesses have at least one additional store
 - The three largest businesses (Niky's Sports, Soccer Pro Inc., and Xtreme Soccer) own 18 percent of soccer stores currently open in the state – and all 21 of their stores violate the law by offering kangaroo leather soccer shoes
- Store locations range from Soccer Shot in Chula Vista to Soccerkrazie in Redding
- 69 percent of the state's soccer stores are in the metropolitan areas of Los Angeles and San Francisco
 - Los Angeles metro area has 46 percent of the state total: 45 stores violate the law, 12 do not
 - San Francisco metro area has 23 percent of the state total: 21 stores violate the law, 8 do not
- 5 percent of the state's soccer stores have not reopened after closing for the pandemic

*Closed stores are not considered in some calculation



Concentration of soccer stores in metropolitan areas

Identifying stores violating the law

The Center used store visits (before and after stores closed for the pandemic), phone calls, website searches, and other means to determine if a store is violating the law by selling kangaroo leather soccer shoes. A determination could be made for 118 of the 124 soccer stores in the state. Six stores have not reopened after closing for COVID-19.

To assess a store's status, the Center mailed a letter to all independent soccer stores in the state reminding owners about the prohibition on kangaroo products, citing the text of California Penal Code § 653o, and asking if the store carries kangaroo leather soccer shoes. The Center asked store owners to complete a survey via mail or at www.cleatsurvey.com regarding their sale of kangaroo leather footwear. While few responses were received, some instructive responses from owners who comply with the law made clear that they are eager to see it enforced for "a more level playing field." Lacking information from store owners, we have done our best to determine whether a store's offerings break the law.

The Center's website includes a directory indicating which soccer stores follow the law and which do not. Corrections will be made promptly upon hearing from store owners or employees.

State officials and investigators are invited to access the Center's database of stores selling soccer cleats in California. Please request the link from the Center.

In the next three tables, the 124 independent soccer stores are categorized as Breaking the Law, Following the Law, or Temporarily Closed. Websites (with active links in the PDF version), email addresses and, for violators, an approximation of the extent to which they offer kangaroo leather soccer cleats are noted. Additional contact information is found in Table 10.

Since this Report was first published, many stores have contacted the Center, pledging to end the sale of kangaroo leather soccer shoes. Some of the store designation in this Report may have changed. Please go to KangaroosAreNotShoes.org/soccerstores for an up-to-the-minute directory of stores following and breaking the law.

Table 7: Breaking the Law – 85 Soccer Stores

Name	Store Location	Website	Email	Level*
● 100 Percent Soccer	Rancho Cucamonga	ohpsoccer.com	db100soccer@aol.com	M
● 100 Percent Soccer	San Dimas	ohpsoccer.com	db100soccer@aol.com	M
● A-1 Soccer Warehouse	Los Angeles	Only Facebook	none found	S
● All Season Soccer	Novato	allseasonsoccer.com	sales@allseasonsoccer.com	M
● Asby Sports	San Jose	asby.com	asby@pacbell.net	M
● Azteca Soccer	El Monte	aztecasoccer.com	support@aztecasoccer.com	L
● Azteca Soccer	Pomona	aztecasoccer.com	support@aztecasoccer.com	L
● Century Soccer Commerce	Los Angeles	century-sport.com	centurysport@gmail.com	M
● Classic Soccer Shop	Lodi	theclassicsoccer.com	none found	S
● Deportes Salazar	Santa Ana	Facebook only	none found	S
● El Fanta Sports	Coachella	elfantasports.com	contact via website	M
● Extreme Soccer & Rugby	Sacramento	extremesoccerstore.com	contact via website	M
● Fanaticos	Los Angeles	Facebook only	fanatico12@yahoo.com	S
● Futbol Fanatics	Long Beach	Facebook only	futbolfanaticlb@gmail.com	S
● Glory Trading	Los Angeles	No website or FB	none found	S
● Goetz Bros	San Carlos	goetzsports.com	brent@goetzsports.com	S
● L 3 Soccer Store	Santa Rosa	l3soccer.store	info@L3soccerstore.com	S
● My Soccer Store	Burbank	mysoccerstore.com	sales@mysoccerstore.com	L
● My Sport	Tustin	Facebook only	none found	S
● Newport Soccer Store	Newport Beach	Facebook only	mqadiri@2bluesky.com	S
● Niky's Sports	Bell Gardens	nikys-sports.com	cs@nikys-sports.com	L
● Niky's Sports	Lancaster	nikys-sports.com	cs@nikys-sports.com	L
● Niky's Sports	Long Beach	nikys-sports.com	cs@nikys-sports.com	L
● Niky's Sports	West LA	nikys-sports.com	cs@nikys-sports.com	L
● Niky's Sports	LA - W 7th St.	nikys-sports.com	cs@nikys-sports.com	L
● Niky's Sports	LA - W Pico Blvd.	nikys-sports.com	cs@nikys-sports.com	L
● Niky's Sports	South Gate	nikys-sports.com	cs@nikys-sports.com	L
● Niky's Sports	Woodland Hills	nikys-sports.com	cs@nikys-sports.com	L
● Planet Soccer	Newhall	planetoccerstore.com	planetoccerstore@yahoo.com	S
● Pro Soccer	Pasadena	prosoccer.com	customerservice@prosoccer.com	M
● Pro Soccer Inc.	Fresno	prosoccerinc.com	prosoccerfresno@gmail.com	L
● Salinas Futbol Central	Salinas	salinasfutbolcentral.com	salinasfutbolcentral@yahoo.com	S
● Sami's Sports	Los Angeles	Facebook only	samissports1@aol.com	S

● Stores that recently contacted the Center to announce they will stop selling kangaroo leather

Table 7: Breaking the Law – 85 Soccer Stores (Continued)

Name	Store Location	Website	Email	Level*
● Soccer Action USA	Santa Maria	socceractionusa.com	customerservice@socceractionusa.com	M
● Soccer City	Natomas	soccercityteam.com	info@soccercityteam.com	M
● Soccer City	Salinas	Facebook only	none found	S
● Soccer City	Stockton	Facebook only	none found	M
● Soccer City	Yuba City	yubacitysoccer.com	soccercitystore@aol.com	M
● Soccer Express Inc.	Fresno	soccerexpressinc.com	soccerexpressinc@gmail.com	L
● Soccer Garage	San Juan Capistrano	soccergarage.com	customerservice@soccergarage.com	L
● Soccer Junction	Chino	Facebook only	none found	M
● Soccer Mart	Arroyo Grande	thesoccermart.com	none found	S
● Soccer Mexico Enterprise	Sacramento	Facebook only	none found	S
● Soccer One	Canoga Park	soccerone.com	customerservice@soccerone.com	M
● Soccer Plus	Pasadena	soccerplus.net	mail@soccerplus.net	M
● Soccer Post	Alameda	soccerpost.shop	contact@soccerpost.shop	S
● Soccer Post	Lafayette	soccerpost.shop	contact@soccerpost.shop	S
● Soccer Pro	Redwood City	redwoodsoccer.com	none found	S
● Soccer Pro Inc.	San Jose	soccerproinc.com	sanjose@soccerproinc.com	S
● Soccer Pro Inc.	Pleasant Hill	soccerproinc.com	pleasanthill@soccerproinc.com	S
● Soccer Pro Inc.	Dublin	soccerproinc.com	dublin@soccerproinc.com	L
● Soccer Pro Inc.	Fair Oaks	soccerproinc.com	fair Oaks@soccerproinc.com	S
● Soccer Pro Inc.	Modesto	soccerproinc.com	modesto@soccerproinc.com	S
● Soccer Pro Inc.	Berkeley	soccerproinc.com	berkeley@soccerproinc.com	L
● Soccer Pro Inc.	Redwood City	soccerproinc.com	redwoodcity@soccerproinc.com	L
● Soccer Shop USA	LA - Figueroa	soccershopusa.com	info@soccershopusa.com	L
● Soccer Shop USA	LA - Alameda	soccershopusa.com	info@soccershopusa.com	L
● Soccer Shop USA	Van Nuys	soccershopusa.com	info@soccershopusa.com	L
● Soccer Shot Chula Vista	Chiula Vista	soccershotstore.com	soccershotcv@gmail.com	L
● Soccer Stores	Glendale	Facebook only	none found	L
● Soccer Stores	Santa Ana	Facebook only	none found	L
● Soccer Wearhouse	Anaheim	soccerwearhouse.com	support@soccerwearhouse.com	S
● Soccer Wearhouse	Corona	soccerwearhouse.com	support@soccerwearhouse.com	M
● Soccer Wearhouse	Eastvale	soccerwearhouse.com	support@soccerwearhouse.com	L
● Soccer Wearhouse	Temecula	soccerwearhouse.com	support@soccerwearhouse.com	S
● Soccer World	South El Monte	Facebook only	tecknoal@yahoo.com	S

● Stores that recently contacted the Center to announce they will stop selling kangaroo leather

Table 7: Breaking the Law – 85 Soccer Stores (Continued)

Name	Store Location	Website	Email	Level*
● Soccerkrazie	Campbell	soccerkrazie.com	skc@soccerkrazie.com	M
● Soccerkrazie	Monterey	soccerkrazie.com	skm@soccerkrazie.com	M
● Soccerkrazie	Newark	soccerkrazie.com	skn@soccerkrazie.com	M
● Soccerkrazie	Redding	soccerkrazie.com	skr@soccerkrazie.com	M
● Solo Soccer Shop	San Francisco	solosoccershop.com/	solosoccershop@gmail.com	M
● SportsPage Soccer Wearhouse	Fountain Valley	Facebook only	elias.sportspage@gmail.com	L
● Sunset Soccer Supply	San Francisco	sunsetsoccer.com	info@sunsetsoccer.com	S
● The Coliseum	Fairfield	nvsoccer.com	customerservice@nvsoccer.com	L
● The Coliseum	Napa	nvsoccer.com	customerservice@nvsoccer.com	L
● The Coliseum	San Rafael	nvsoccer.com	customerservice@nvsoccer.com	L
● The Willow Soccer	Menlo Park	No website or FB	none found	M
● Todo Deportes Soccer Store	LA - 2725 store	Facebook only	none found	S
● Todo Deportes Soccer Store	LA - 1816 store	Facebook only	none found	S
● Xtreme Soccer	Anaheim	xtremesocceronline.com	online@xtremesoccer.net	M
● Xtreme Soccer	Bakersfield	xtremesocceronline.com	online@xtremesoccer.net	M
● Xtreme Soccer	Hawaiian Gardens	xtremesocceronline.com	online@xtremesoccer.net	M
● Xtreme Soccer	Oxnard	xtremesocceronline.com	online@xtremesoccer.net	M
● Xtreme Soccer	Santa Barbara	xtremesocceronline.com	online@xtremesoccer.net	M
● Xtreme Soccer	Torrance	xtremesocceronline.com	online@xtremesoccer.net	M

● Stores that recently contacted the Center to announce they will stop selling kangaroo leather

*Level of kangaroo leather shoes offered as an approximation: Small = few models from a single brand; Medium = a good selection of models from two brands; Large = many models from three or more brands

Table 8: Following the Law – 33 Soccer Stores

Name	City	Website (or Facebook)	Email
● Aggressive Soccer	Oxnard	aggressive-soccer.com	aggressivesoccer@aol.com
● Aggressive Soccer	Santa Barbara	aggressive-soccer.com	aggressivesoccer@aol.com
● Arza Soccer	Los Angeles	Facebook only	designzava@hotmail.com
● BK Sports	Newbury Park	bksports.com	Via web site
● Central Valley Soccer Store	Modesto	Facebook only	centralvalleysoccer1@gmail.com
● Classic Soccer Plus	Salinas	Facebook only	classicsoccerplus@sbcglobal.net
● Corona Sports	Pacoima	No website or FB	none found
● Deportes Rabadan	Anaheim	Facebook only	deportes-rabadan@att.net
● Elite Sport Soccer	San Francisco	elitesportsoccer.com	info@elitesportsoccer.com
● Elite Sport Soccer	San Francisco	elitesportsoccer.com	info@elitesportsoccer.com
● Kombat Soccer	Rocklin	kombatoccer.com	customerservice@kombatoccer.com
● Kombat Soccer	Sacramento	kombatoccer.com	sales@kombatoccer.com
● Leon Leather and Soccer Shop	San Jose	Facebook only	none found
● Mary & Joe's Sporting Goods	Albany	Facebook only	contact via facebook
● Merced Soccer Shop	Merced	Facebook only	mercedsoccershop@gmail.com
● Montclair Sports	Oakland	montclairsportsoakland.com	montclairsports@sbcglobal.net
● Pacific Soccer	Rialto	Facebook only	npacificsoccer@gmail.com
● Soccer and Sports	Santa Rosa	soccerandsports.com	victoria@soccerandsports.com
● Soccer City	Elk Grove	soccercityteam.com	info@soccercityteam.com
● Soccer City La Puente	La Puente	Facebook only	goalkeeper@soccercitylp.com
● Soccer Express	Merced	Facebook only	soccerexpressmerced@yahoo.com
● Soccer Mexico	Vista	Facebook only	contact via Facebook
● Soccer Nation & Faby's Fashion	San Lorenzo	soccernationsl.com	soccer.nation@sbcglobal.net
● Soccer Santiago	Stanton	soccersantiago.com	info@soccersantiago.com
● Soccer Store	San Francisco	No website or FB	heclobo@aol.com
● Soccer Stores	Lake Balboa	No website or FB	none found
● Soccer USA	San Diego	soccerusa.net	none found
● Soccerloco	Carlsbad	soccerloco.com	info@soccerloco.com
● Soccerloco	San Diego	soccerloco.com	info@soccerloco.com
● Soccerloco	San Ysidro	soccerloco.com	info@soccerloco.com
● Sportsland	Los Angeles	No website or FB	none found
● Upland Soccer Store	Upland	Facebook only	none found
● Valley Sport	Coachella	Facebook only	valleysport104@gmail.com

Table 9: Temporarily Closed – 6 soccer stores

Name	City	Website	Email	Level
● Dayak's Den Soccer	Tracy	dayaksdensports.com	dayaksden@sbcglobal.net	Unknown
● Deportes Azteca	Sacramento	deportes-azteca-store	contact via facebook	Unknown
● Leon Soccer Shop	San Leandro	Facebook only	none found	Unknown
● Redlands Soccer Store	Redlands	Facebook only	lclsoccer@hotmail.com	Unknown
● Soccer Center	San Bernardino	soccercenter.com	info@soccercenter.com	Unknown
● South Bay Soccer Shop	Lawndale	Facebook only	none found	Unknown

Comments

Of the six largest and best-known soccer businesses in the state, only Soccerloco follows the law. The others -- Niky's Sports (no relation to Nike), Soccer Wearhouse, Soccerkraze, The Coliseum and Xtreme Soccer -- are among those stores selling the most kangaroo skin soccer shoes.

During its investigation, the Center learned that one manufacturer was temporarily not shipping kangaroo skin soccer shoes to California retailers, asking them to instead pick up the banned kangaroo products across the border in Nevada or Oregon. Similarly, Soccer Wearhouse advertises on its website for kangaroo leather shoes: "This cleat ships out from our Nevada Warehouse." It is illegal for retailers to obtain kangaroo leather cleats from another state and sell them in California or to ship kangaroo leather cleats from out of state to California addresses.

Table 10: Contact Information for Independent Soccer Stores – 124 stores

Name	Phone	Address	City	Zip
● 100 Percent Soccer	(909) 980-2423	11955 Jack Benny Dr #101	Rancho Cucamonga	91739
● 100 Percent Soccer	(909) 599-9050	538 W Bonita Ave	San Dimas	91773
● A-1 Soccer Warehouse	(213) 617-0233	458 South Alameda St	Los Angeles	90013
● Aggressive Soccer	(805) 351-0479	804 N Ventura Rd	Oxnard	93030
● Aggressive Soccer	(805) 963-4919	835 N Milpas St #A	Santa Barbara	93103
● All Season Soccer	(415) 408-5550	857 B Grant Ave	Novato	94945
● Arza Soccer	(213) 291-8911	316 Boyd Street	Los Angeles	90013
● Asby Sports	(408) 259-6770	392 North Capitol Ave	San Jose	95133
● Azteca Soccer	(626) 444-1608	11853 Valley Blvd	El Monte	91732
● Azteca Soccer	(909) 598-4798	3580 W Temple Ave	Pomona	91768
● BK Sports	(805) 499-4244	3773 Old Conejo Rd	Newbury Park	91320
● Central Valley Soccer Store	(209) 577-1744	1411 Crows Landing Rd	Modesto	95351
● Century Soccer Commerce	(323) 887 0016	6400 E Washington Blvd	Los Angeles	90040
● Classic Soccer Plus	(831) 770-0122	176 E Laurel Drive	Salinas	93906
● Classic Soccer Shop	(209) 365-9896	920 S Cherokee Ln	Lodi	95240
● Corona Sports	(818) 686-8089	13687 Van Nuys Blvd	Pacoima	91331
● Dayak's Den Soccer	(209) 838-8488	320 W. Larch Rd, #11	Tracy	95304
● Deportes Azteca	(916) 205-6081	6171 Stockton Blvd	Sacramento	95824
● Deportes Rabadan	(714) 776-6544	842 N Euclid St	Anaheim	92801
● Deportes Salazar	(714) 543-9416	1235 W 1st St SuiteB2	Santa Ana	92703
● El Fanta Sports	(760) 393-0600	49271 Grapefruit Blvd #3	Coachella	92236
● Elite Sport Soccer	(415) 742-0803	1773 Haight St	San Francisco	94117
● Elite Sport Soccer	(415) 648-6007	2637 Mission St	San Francisco	94110
● Extreme Soccer & Rugby	(916) 973-1751	535 Fulton Ave	Sacramento	95825
● Fanaticos	(310) 699-9796	10907 Venice Blvd	Los Angeles	90034
● Futbol Fanatics	(562) 745-4193	2481 Pacific Ave #A	Long Beach	90806
● Glory Trading	(213) 621-7736	325 S San Pedro St	Los Angeles	90013
● Goetz Bros	(650) 249-4470	1125 Industrial Rd	San Carlos	94070
● Kombat Soccer	(916) 865-6469	1230 Sunset Blvd, #300	Rocklin	95765
● Kombat Soccer	(916) 391-3788	5958 S Land Park Dr	Sacramento	95822
● L 3 Soccer Store	(707) 218-1437	77 W 3rd St #A	Santa Rosa	95401
● Leon Leather and Soccer Shop	(408) 564-8195	325 Keyes St	San Jose	95112
● Leon Soccer Shop	(510) 568-5731	577 E 14th St	San Leandro	94577

Table 10: Contact Information for Independent Soccer Stores – 124 stores (Continued)

Name	Phone	Address	City	Zip
● Mary & Joe's Sporting Goods	(510) 525-1597	911 San Pablo Ave	Albany	94706
● Merced Soccer Shop	(209) 455-3244	946 W Main St	Merced	95340
● Montclair Sports	(510) 339-9313	1970 Mountain Blvd	Oakland	94611
● My Soccer Store	(818) 859-7544	916 W Burbank Blvd, #K	Burbank	91506
● My Sport	(714) 731-7766	696 El Camino Real	Tustin	92780
● Newport Soccer Store	(949) 476-2244	3400 Irvine Ave, #102	Newport Beach	92660
● Niky's Sports	(562) 928-4300	6365 Florence Ave	Bell Gardens	90201
● Niky's Sports	(661) 947-1188	830 W Avenue L, #105	Lancaster	93534
● Niky's Sports	(562) 726-1956	4310 Atlantic Ave	Long Beach	90807
● Niky's Sports	(310) 445-6570	11807 Santa Monica Blvd	Los Angeles	90025
● Niky's Sports	(213) 483-4154	1536 W 7th St	Los Angeles	90017
● Niky's Sports	(323) 735-2181	2743 W Pico Blvd	Los Angeles	90006
● Niky's Sports	(323) 249-5445	3537 Tweedy Blvd	South Gate	90280
● Niky's Sports	(747) 888-3299	22105 Ventura Blvd	Woodland Hills	91364
● Pacific Soccer	(909) 877-9439	200 W Foothill Blvd	Rialto	92376
● Planet Soccer	(661) 253-1800	24331 Main St	Newhall	91321
● Pro Soccer	(626) 403-9921	82 N Los Robles Ave	Pasadena	91101
● Pro Soccer Inc.	(559) 299-5363	6929 N Willow Ave	Fresno	93710
● Redlands Soccer Store	(909) 793-3987	914 Orange St	Redlands	92374
● Salinas Futbol Central	(831) 751-9063	7 Williams Rd	Salinas	93905
● Sami's Sports	(323) 965-8093	5215 1/2 W Adams Blvd	Los Angeles	90016
● Soccer Action USA	(805) 614-4350	338 E Betteravia Rd	Santa Maria	93454
● Soccer and Sports	(707) 523-0991	3774 Santa Rosa Ave	Santa Rosa	95407
● Soccer Center	(888) 697-6223	259 E Redlands Blvd	San Bernardino	92408
● Soccer City	(916) 685-8837	9663 E Stockton Blvd	Elk Grove	95624
● Soccer City	(916) 414-8660	4391 Gateway Park Blvd, #620	Sacramento	95834
● Soccer City	(831) 443-9422	1032 N Davis Rd	Salinas	93907
● Soccer City	(209) 937-0390	1120 Waterloo Rd #1	Stockton	95205
● Soccer City	(530) 751-2161	635 Plumas St	Yuba City	95991
● Soccer City La Puente	(626) 917-6508	14316 Amar Rd, #C	La Puente	91744
● Soccer Express	(209) 724-0414	1033 W Main St	Merced	95340
● Soccer Express Inc.	(559) 432-7511	7975 N Blackstone Ave	Fresno	93720
● Soccer Garage	(800) 301-9042	31894 Plaza Drive, #B1	San Juan Capistrano	92675

Table 10: Contact Information for Independent Soccer Stores – 124 stores (Continued)

Name	Phone	Address	City	Zip
● Soccer Junction	(909) 590-5111	12425 Mills Ave, #A4	Chino	91710
● Soccer Mart	(805) 473-8226	620 E Grand Ave	Arroyo Grande	93420
● Soccer Mexico	(760) 414-1187	948 S Santa Fe Ave	Vista	92084
● Soccer Mexico Enterprise	(916) 454-5786	5248 Fruitridge Rd	Sacramento	95820
● Soccer Nation & Faby's Fashion	(510) 258-0729	17279 Hesperian Blvd	San Lorenzo	94580
● Soccer One	(800) 297-6386	7349 Canoga Avenue	Canoga Park	91303
● Soccer Plus	(626) 798-3783	1640 E Washington Blvd	Pasadena	91104
● Soccer Post	(510) 523-5700	2203 S Shore Center	Alameda	94501
● Soccer Post	(925) 299-8800	3400 Mt Diablo Blvd	Lafayette	94549
● Soccer Pro*	(650) 365-8282	2737 El Camino Real	Redwood City	94061
● Soccer Pro Inc.	(408) 551-0413	1338 Saratoga Ave	San Jose	95129
● Soccer Pro Inc.	(925) 685-0440	565-C Contra Costa Blvd	Pleasant Hill	94523
● Soccer Pro Inc.	(925) 803-4435	6635 Dublin Blvd Ste F	Dublin	94568
● Soccer Pro Inc.	(916) 962-0880	11726 Fair Oaks Blvd	Fair Oaks	95628
● Soccer Pro Inc.	(209) 544-1070	3037 Sisk Rd Ste B	Modesto	95350
● Soccer Pro Inc.	(510) 559-6956	1324 Tenth St	Berkeley	94710
● Soccer Pro Inc.	(650) 599-9900	1235 Veterans Blvd	Redwood City	94063
● Soccer Santiago	(714) 234-8234	10450 Beach Blvd, #113	Stanton	90680
● Soccer Shop USA	(213) 749-0015	3974 1/2 S Figueroa St	Los Angeles	90037
● Soccer Shop USA	(213) 680-2500	458 S Alameda St	Los Angeles	90013
● Soccer Shop USA	(818) 376-1500	7068 Van Nuys Blvd	Van Nuys	91405
● Soccer Shot Chula Vista	(619) 271-5252	713 Broadway, #H	Chula Vista	91910
● Soccer Store**	(415) 571-7740	1189 Geneva Ave	San Francisco	94112
● Soccer Stores	(818) 832-1100	7600 Balboa Blvd #111	Lake Balboa	91406
● Soccer Stores	(818) 243-7790	520 S Brand Blvd	Glendale	91204
● Soccer Stores	(714) 542-7133	623 W 17th St	Santa Ana	92706
● Soccer USA	(619) 282-8322	6612 Mission Gorge Rd #A	San Diego	92120
● Soccer Wearhouse	(714) 860-4277	400 W Disney Way #149	Anaheim	92802
● Soccer Wearhouse	(951) 603-3099	2795 Cabot Dr Space 6-150	Corona	92883
● Soccer Wearhouse	(951) 898-7622	12762 Limonite Ave	Eastvale	92880
● Soccer Wearhouse	(951) 719-1155	41377 Margarita Rd	Temecula	92591
● Soccer World	(626) 652-9224	2146 Durfee Ave	South El Monte	91733
● Soccerkrazie	(408) 871-1744	797 W Hamilton Ave	Campbell	95008

Table 10: Contact Information for Independent Soccer Stores – 124 stores (Continued)

Name	Phone	Address	City	Zip
● Soccerkrazie	(831) 583-9094	1121 Military Ave	Monterey	93955
● Soccerkrazie	(510) 494-9910	5825 Jarvis Ave	Newark	94560
● Soccerkrazie	(530) 221-1515	1374 Hilltop Dr	Redding	96003
● Soccerloco	(760) 579-7587	5617 Paseo Del Norte	Carlsbad	92008
● Soccerloco	(858) 715-6800	3755 Murphy Canyon Rd #L	San Diego	92123
● Soccerloco	(619) 735-7770	4430 Camino De La Plaza	San Ysidro	92173
● Solo Soccer Shop	(650) 872-6716	238 Grand Ave South	San Francisco	94080
● South Bay Soccer Shop	(424) 456-7392	4327 W 147th St	Lawndale	90260
● Sports Page Soccer Wearhouse	(714) 754-6760	18170 Euclid St	Fountain Valley	92708
● Sportsland	(323) 804-0372	730 S Alvarado St	Los Angeles	90057
● Sunset Soccer Supply	(415) 753-2666	3401 Irving St	San Francisco	94122
● The Coliseum	(707) 422-7702	1595 Holiday Ln, #B2	Fairfield	94534
● The Coliseum	(707) 226-7069	2532 Jefferson St	Napa	94559
● The Coliseum	(415) 521-5273	3815 Redwood Hwy	San Rafael	94903
● The Willow Soccer	(650) 326-6935	728 Willow Rd #B	Menlo Park	94025
● Todo Deportes Soccer Store	(213) 480-8807	2725 W 6th St	Los Angeles	90057
● Todo Deportes Soccer Store	(213) 321-1155	1816 W 6th St	Los Angeles	90057
● Upland Soccer Store	(909) 949-2999	1651 W Foothill Blvd #J	Upland	91786
● Valley Sport	(760) 398-8664	51335 Harrison St #104	Coachella	92236
● Xtreme Soccer	(714) 223-1490	2142 E Lincoln Ave	Anaheim	92806
● Xtreme Soccer	(661) 836-1116	3900 California Ave #300	Bakersfield	93309
● Xtreme Soccer	(562) 421-2292	12017 E Carson St	Hawaiian Gardens	90716
● Xtreme Soccer	(805) 604-4707	2377 N Oxnard Blvd	Oxnard	93036
● Xtreme Soccer	(805) 882-9231	401 N Milpas St	Santa Barbara	93103
● Xtreme Soccer	(310) 921-3609	19019 Hawthorne Blvd #200	Torrance	90503

*This business is not part of the Soccer Pro Inc. chain **This business is not part of the Soccer Stores chain

Table 11: All Categories of California Sellers of Soccer Shoes – 584 stores

Name	Comply	Violate	Number of Stores	Companies
Factory stores	100%	0%	90	adidas, New Balance, Nike, Puma
National chain stores	85%	15%	370	Big 5, Dick's, Hibbett, WSS
Independent soccer stores	30%	70%	124	85 local businesses

E-commerce websites selling kangaroo leather soccer shoes

American shoppers rang up \$601 billion in online sales for 2019, a 15 percent increase from the year before. Since then, online shopping and website traffic have increased dramatically. Considering 16 percent of all retail sales happen online, retailers are increasing their focus on e-commerce. This includes soccer shoe sellers.

Depending on their compliance with the California statute, online retailers could account for a considerable amount of kangaroo leather being sold into the state. The Center set out to identify online retailers that a shopper in California would most readily encounter when searching for soccer cleats and to determine if these websites take steps to avoid breaking the law.

To assemble the list of the predominant sellers of kangaroo leather soccer cleats, the Center utilized the search and shopping features of several search engines and platforms; examined website traffic, ranking and comparison data; tracked paid placements; visited athlete and fan gathering places; and consulted with soccer retailers and devotees.

E-retailers selling kangaroo leather soccer cleats included soccer portals that exist only online (Soccer.Com, ProDirect Soccer), big box stores and sporting goods chains (Walmart and Dick's), on-line behemoths (Amazon and Zappos), and local soccer stores that have parlayed brick-and-mortar locations into strong e-commerce sites (We Got Soccer, The Soccer Factory, Soccerloco).

To meet the criteria for inclusion, the e-tailer needed to offer kangaroo leather cleats and shipping to California. One of America's largest websites for soccer shoes, Academy Sports, will not ship to California due to the state's stringent hazardous materials disclosure requirements. A leading Canadian sporting goods website, Sport Chek, won't ship south. For websites outside of the US, we ensured a California shopper would not have problems with payment or shipping, hence the inclusion of websites from Canada, the UK, Spain and Australia.

We eliminated peer-to-peer marketplaces like Bonanza, Facebook Marketplace, Goat, Mercari, Poshmark, and Swap, since the inventory isn't stable, transactions are infrequent and violators are individuals likely unfamiliar with California law rather than businesses with higher expectations. Websites of manufacturers like adidas and Nike were examined in greater detail and are addressed separately.

In assembling the list, investigators captured contact information and links to specific kangaroo leather shoes. They looked for any type of warning or disclaimer regarding the California law on product pages, in the Terms of Service, or at check-out. Finally, to test for address blocking they used a California shipping address and tried purchasing the shoes, going to the point of entering a credit card.

Ultimately, the Center compiled a list of 76 online retailers, divided into two groups: those that appear to make no effort to comply with the law, and those that acknowledge the law in some manner.

Table 12: 64 Online Retailers That Do Not Acknowledge the California Law

Name	Website (or Facebook)	Phone	Email	Level*
Anthem Sports	anthem-sports.com	(800) 688-6709	info@anthem-sports.com	S
Authentic Soccer	authenticsoccer.com	(888) 335-4625	form on website	L
Avon Sports	avonsportsapparel.com	(317) 272-3831	avon.sports@avonsportsapparel.com	M
Azteca Soccer	aztecasoccer.com	(866) 729-8322	support@aztecasoccer.com	L
Best Buy Soccer	bestbuysoccer.com	(678) 892-6211	customerservice@marcapersonal.com	L
Chicago Soccer	chicagosoccer.net	(773) 271-2255	form on website	L
Concave	concave.com	(139) 988-7955	support@concave.com	S
Disalvo Sports	disalvosports.com	(613) 523-0826	form on website	M
East Coast Soccer	eastcoastsoccershop.com	(413) 543-8554	support@eastcoastsoccershop.com	M
Eastbay	eastbay.com	(715) 845-5538	customercare@eastbay.com	S
eBay	ebay.com	(800) 322-9266	form on website	L
Euromex Sports	euromexsports.com	(718) 439-5105	sales@euromexsports.com	L
Evangelista Sports	evangelistasports.com	(514) 277-5951	online@evangelistasports.com	L
Every Sport for Less	everysportforless.com	(800) 282-8438	support@everysportforless.com	S
Franks Sports	frankssports.com	(877) 223-1438	customerservice@frankssports.com	S
Gazelle Sports	gazellesports.com	(269) 342-5996	customercare@gazellesports.com	S
Goal Inn	goalinn.com	(493) 220-0089	form at www.tradeinn.com	L
Goal Kick Soccer	goalkicksoccer.com	(855) 307-5551	support@goalkicksoccer.com	L
Kitbag	kitbag-us.com	44845 4084345	customer.service@kitbag.com	L
Lloyd's Soccer	lloydsoccer.com	(800) 248-7207	sales@lloydsoccer.com	M
Lovell Soccer	lovellsoccer.co.uk	0 800 197 2855	sales@lovellsoccer.co.uk	L
Motor City Soccer	motorcitysoccer.com	(248) 513-4334	bloomfield@motorcitysoccer.com	L
Nikys Sports	nikys-sports.com	(800) 966-4597	cs@nikys-sports.com	L
NV Soccer	nvsoccer.com	(877) 854-1611	customerservice@nvsoccer.com	L
Omega Sports	omegasports.com	(800) 232-9193	form on website	M
One Percent Soccer	ohpsoccer.com	(909) 599-9050	db100soccer@aol.com	L
Overstock	overstock.com	(801) 947-3100	form on website	S
Paragon Sports	paragonsports.com	(212) 255-8889	customerservice@paragonsports.com	M
Pele Soccer	pelesoccer.com	(646) 666-0025	only chat on website	S
Play Soccer	playsoccerinc.com	(866) 755-2361	playsoccer@ameritech.net	S
Pro Direct Soccer	prodirectsoccer.com	(371) 423-2020	customerservices@prodirectsport.com	L
Pro Soccer	prosoccer.com	(626) 403-9921	customerservice@prosoccer.com	L
Scheels	scheels.com	(701) 356-8264	form on website	S

Table 12: 64 Online Retailers That Do Not Acknowledge the California Law (Continued)

Name	Website (or Facebook)	Phone	Email	Level*
Shoebacca	shoebacca.com	(888) 446-1788	cs@shoebacca.com	S
Shop Wembley Soccer	shop.wembleysoccer.com	(360) 459-9600	tanya@wembleysoccer.com	S
Soccer 2000	soccer2000.com	(630) 241-9500	retail@soccer2k.com	L
Soccer and Rugby Imports	soccerandrugby.com	(203) 544-9777	form on website	L
Soccer Corner	soccercorner.com	(800) 814-4916	contactus@soccercorner.com	L
Soccer Garage	soccergarage.com	(800) 301-9042	customerservice@soccergarage.com	L
Soccer Internationale	soccerinternationale.net	(402) 330-9862	form on website	S
Soccer Locker	soccerlocker.com	(866) 957-6223	customerservice@soccerlocker.com	M
Soccer Master	soccermaster.com	(636) 386-8000	csr@soccermaster.com	M
Soccer One	soccerone.com	(800) 297-6386	customerservice@soccerone.com	M
Soccer Plus USA	soccerplususa.com	(844) 842-3827	orders@soccerplususa.com	L
Soccer Post	soccerpost.com	(732) 935-0990	contact@soccerpost.shop	L
Soccer Premier	thesoccerstore.com	(972) 484-8282	support@thesoccerstore.com	L
Soccer Shop USA	soccershopusa.com	(213) 617-0233	form on website	L
Soccer Unlimited USA	soccerunlimitedusa.com	(518) 458-8236	cs@soccerunlimitedusa.com	M
Soccer Village	soccervillage.com	(800) 483-2690	sales@soccervillage.com	L
Soccer Wearhouse	soccerwearhouse.com	(800) 892-6979	support@soccerwearhouse.com	L
Soccer X	soccerx.com	(866) 942-6605	sxretail@soccerx.com	L
Soccer Zone Vegas	soccerzonevegas.com	(702) 456-4625	john@soccerzonevegas.com	L
Soccer4All	soccer4all.com	(281) 499-6665	sales@soccer4all.com	L
SoccerEvolution	soccerevolution.com	(800) 949-4625	support@soccerevolution.com	L
Stefans Soccer	stefanssoccer.com	(262) 789-7800	craig@stefanssoccer.com	L
Suley's Soccer	suleysoccer.com	(603) 668-7227	suleysoccer@aol.com	M
Third Coast Soccer	thirdcoastsoccer.net	(844) 811-6010	weborders@thirdcoastsoccer.net	L
Training Rack	trainingrack.com	(770) 458-7815	customerservice@trainingrack.com	M
Tursi Soccer	tursissoccer.com	(503) 297-2241	form on website	L
u90 Soccer	u90soccer.com	(516) 450-3817	form on website	L
Unisport	unisportstore.com	(453) 325-4040	support@unisportstore.com	L
VSAthletics	vsathletics.com	(800) 676-7463	doug@vsathletics.com	S
Walmart	walmart.com	(479) 273-4000	form on website	S
We Got Soccer	wegotsoccer.com	(800) 974-4625	info@wegotsoccer.com	L

*Small = one or two models, one or two brands; Medium = decent selection of models, at least two brands; Large = good selection of models, at least three brands

Table 13: 12 Online Retailers That Acknowledge the California Law

Name	Website (or Facebook)	Phone	Email	Level*
6pm.com	6pm.com	(888) 676-2660	form on website	L
Amazon	amazon.com	(888) 280-4331	primary@amazon.com	L
Dick's Sporting Goods	dickssportinggoods.com	(877) 846-9997	investoris@dcsg.com	L
Hibbett Sports	hibbett.com	(205) 942-4292	form on website	S
Rev Up Sports	revupsports.com	(855) 812-1854	orders@revupsports.com	S
Soccer Magic	soccermagicdiscounts.com	(610) 443-2300	buy@soccermagicdiscounts.com	L
Soccer Pro	soccerpro.com	(877) 762-7776	info@soccerpro.com	L
Soccer.com	soccer.com	(800) 950-1994	president.office@sportsendeavors.com	L
The Soccer Factory	thesoccerfactory.com	(800) 987-6223	form on website	L
Ultimate Soccer Store	ultimatesoccerstore.com	(561) 757-3465	soccer@ultimatesoccerstore.com	M
World Soccer Shop	worldsoccershop.com	(800) 277-7255	info@365sport.com	L
Zappos	zappos.com	(800) 927-7671	cs@zappos.com	M

*Small = one or two models, one or two brands; Medium = decent selection of models, at least two brands; Large = good selection of models, at least three brands

Online retailers' compliance

Of the 76 predominant online retailers, it appears:

- 86 percent do not acknowledge the California law
- 16 percent post warnings about the law
- 7 percent block California shoppers from obtaining kangaroo shoes

86 percent of websites accept California addresses for shipment

The majority of websites appear to not comply with the law prohibiting the sale of kangaroo products to California buyers. On 65 websites, nothing alerts California shoppers to the ban or appears to stop them from making illegal purchases. Because both importing and selling kangaroo products are illegal, customers as well as sellers violate the law when prohibited transactions occur.

However, the Center cannot say definitively that these websites will break the law when California customers come shopping. A site might cancel an order after payment is accepted, as was the case for adidas.com, or block the sale to a California address when a customer clicks on "place my order." Investigators did not submit payment and test whether kangaroo leather soccer cleats would be delivered from these 76 online sellers.

Table 14: Online Retailers That Acknowledge The Law With Warning Language

Company	Ship to CA	Warning Appears	Warning Language
6pm	Yes	Usually	Please note that due to the use of kangaroo leather in this product and restrictions under California law, we are unable to ship this style to addresses in California.
Amazon	No	Always	This item cannot be shipped to your selected location.
Dick's Sporting Goods	Yes	Sometimes	Items containing kangaroo leather — The sale or shipment of this product to residents of the following is restricted: California
Hibbett Sports	No	Always	Not available for shipping to California.
Rev Up Sports	No	Always	These cleats cannot be shipped to California due to the kangaroo leather.
Soccer.com	No	Usually	This product contains k-leather and is not available for sale or shipment to California. Please see our Terms of Use.
Soccer Magic	Yes	Never	No warning on product page, but in Terms of Service.
Soccer Pro	Yes	Usually	This product contains k-leather and is not available for sale or shipment to California.
The Soccer Factory	Yes	Usually	This product contains k-leather and is not available for sale or shipment to California.
Ultimate Soccer Store	Yes	Rarely	This product contains k-leather and is not available for sale or shipment to California. Please see our Terms of Use.
World Soccer Shop	No	Usually	This product contains k-leather and is not available for sale or shipment to California. Please see our Terms of Use.
Zappos	Yes	Sometimes	Please note that due to the use of kangaroo leather in this product and restrictions under California law, we are unable to ship this style to addresses in California.

Some online retailers acknowledge the law but break it

The following seven online retailers that violated the law by shipping kangaroo leather soccer cleats to California had three main failings with 1) inconsistent application of the California warning, 2) lack of prominence of the warning, and 3) failure to block the transaction.

- **6pm** is the discount arm of Zappos, with both owned by Amazon. Like Zappos, 6pm has a strong selection of kangaroo leather soccer shoes, typically at lower prices. Appearing about half the time, the California warning is displayed when the product description uses “kangaroo leather” but not with “k-leather.” Both Zappos and 6pm use the same strong, bold California warning, the most prominent of the sites. But there is no address blocking. The Center purchased and received a pair of adidas World Cup kangaroo leather soccer cleats. **Purchase completed.**

- **Dick’s Sporting Goods** is one of the most popular sites carrying soccer shoes, with 38 million monthly views. The California warning is buried and appears only one-third of the time. After a model and size are selected, a link to “Shipping restrictions may apply” appears, referencing the California ban when clicked. The shipping link appears on models described as “kangaroo leather,” but not as “k-leather.” Address blocking worked for two out of six attempts. The Center ordered and received a pair of Puma King Pro kangaroo leather soccer cleats. **Purchase completed.**

- **Soccer Magic** has a physical store in Pennsylvania and a strong virtual store with a large selection of kangaroo leather soccer shoes. None of the product pages display the California warning but, curiously, the website duplicates word-for-word the Soccer.com Terms of Service, including the paragraph about the site’s strict adherence to the California law. The Center ordered and received a pair of adidas Copa 19.1 kangaroo leather soccer cleats. **Purchase completed.**

- **Soccer Pro** operates one of the most-visited soccer specialty e-commerce sites online, in addition to a store in Missouri. A California warning is camouflaged within the text of individual product descriptions and appears for 21 out of 30 kangaroo leather shoes. The warning is so arbitrarily applied that, even within the same model of shoe, one color brings up the California warning while a different color does not. The Center ordered and received a pair of adidas Mundial Team kangaroo leather soccer cleats. **Purchase completed.**

- **The Soccer Factory** has three stores in Texas to augment a strong e-commerce platform, selling a wide range of soccer cleats from four manufacturers. The California warning displays for less than two out of every three kangaroo leather cleats offered. The Center ordered and received a pair of Puma King Pro kangaroo leather soccer cleats. **Purchase completed.**

- **Ultimate Soccer Store** has four stores in Florida and Texas and offers four kangaroo leather models of soccer shoes from three brands on its website. Only one model displays a California warning, which is prominent. The Center determined address blocking does not occur by ordering and receiving a pair of adidas Mundial Team indoor kangaroo leather soccer shoes. **Purchase completed.**

• **Zappos** has perhaps the best California warning of any of the websites, grabbing attention as the second bullet point in a shoe's product description, offset with a big and bold font. The warning appears on half of kangaroo soccer shoes, catching all the adidas models described as "kangaroo leather," but missing all the Puma models described as "k-leather." Zappos is the opposite of its owner Amazon. Amazon has no California warning but excellent address blocking. Zappos has an excellent California warning (if unevenly applied) but no address blocking. The Center ordered and received a pair of adidas Copa Mundial kangaroo leather soccer cleats. **Purchase completed.**

Only five of 67 e-commerce sites followed the law

Successfully blocking California addresses, these five online retailers observe the California law.

• **Amazon** With one of the largest selections of soccer cleats online, Amazon does not post a California warning on its shoe product pages, but it unfailingly prevents the sale of kangaroo cleats to shoppers in California through address blocking at checkout. Without explanation, another shipping address is requested. An arduous click trail on the website eventually leads to a reference about kangaroo products and § 653o. This effective address blocking policy applies to cleats sold and shipped by Amazon, cleats sold by third parties and shipped by Amazon, and cleats sold and shipped by third parties. **Purchase blocked.**

• **Hibbett Sports** does not sell kangaroo cleats in any of its 15 California stores, but they offer a few models online. The California warning appears on two of three models and is easy to overlook. Address blocking to California was successful in attempts to order each of the three shoes. **Purchase blocked.**

• **Rev Up Soccer** runs a sporting goods store in Tennessee in addition to an e-store. Among its many dozens of cleats there are two kangaroo models. Its California warning is one of the best. Prominently placed in all capital letters, it is meant to be noticed. When the Center attempted to purchase a pair of adidas Copa Mundial kangaroo leather cleats, the sale seemed to go through, but hours later an email arrived cancelling the order, refunding the purchase and specifically citing the California law. **Purchase blocked.**

• **Soccer.com** is the biggest soccer specialty store online, with 680,000 monthly views and a huge selection of cleats. A subsidiary of North Carolina-based Sports Endeavors, with sister sites in different sports, it takes § 653o seriously. A paragraph devoted to compliance with the kangaroo ban appears in the Terms of Service. The California warning appears as the final bullet point in the shoe descriptions 80 percent of the time (24 out of 30 shoes). Address blocking worked every time, triggering a generic "out of

stock” message. **Purchase blocked.**

- **World Soccer Shop** became a sister site of Soccer.com when acquired by Sports Endeavors and has a very similar site with subtle differences in pricing and product descriptions. Like Soccer.com, the Terms of Service contain a paragraph devoted to § 653o, and the California warning appears on 80 percent of kangaroo leather soccer shoes. Address blocking is solidly in place for attempted sales to California. **Purchase blocked.**

A note about eBay, which has a vibrant market in kangaroo leather goods. Californians buying or selling kangaroo leather cleats on the platform are violating eBay’s policies. Though it requires the daunting click trail of Policies>Our Policies>Animals Products Policy>California Laws>California Penal Code Section 639-653.2, the California kangaroo parts ban can be found. Enforcement (administrative remedies) may occur



Discussion

California is a sentinel state, its legislature routinely shaping national policy with first-on-the-books laws on issues as disparate as emissions standards, gig workers, offshore drilling, and health care. In the animal protection arena, California legislators have pioneered laws that ban lead ammunition for hunting, trapping for fur, wild animals in circus acts – and the sale of kangaroo products.

But the state's application of its prohibition on the trade in kangaroo parts has been, to say the least, uneven. Bowing to pressure from the commercial kangaroo-killing industry and some end-users of the skins, California suspended the law for a time. It has been in place during the last four years, though, and has gone unchallenged. Laws are not statements or exhortations – they are to be applied and enforced.

While the legislature has proved determined and foresighted on animal welfare, California's influence also comes from its heft: 40 million residents (1 of every 8 Americans) and an economy that recently eclipsed Britain to be the fifth largest in the world.

California's outsized role

The state's presence in the soccer world is similarly outsized. California has the most Major League Soccer teams, produces the most professional players, has the most soccer participants (college, youth, and recreation) and the most soccer spectators of any state in the country. Websites and magazines regularly crown LA "America's Top Soccer City." California has the highest consumer spending on soccer of all US cities, certain to reach new heights with the World Cup coming in 2026.

When Australia was strongly *intervening* in the legislative process to eliminate California's kangaroo ban, for which it was fined and condemned in editorials here and at home, it published a monograph *California, New York, The World and Kangaroos* that reads:

"California is the largest market in the US for high quality sporting shoes, especially soccer boots. Many of these are made with kangaroo leather. The US is the largest market in the world for such sporting goods. Hence it is essential for ongoing kangaroo industry development that there is uninhibited access to this market."

It is clear from this publication that the Australian government views the California legislation as a bellwether, writing that having access to the California market is "critical to ongoing kangaroo

industry development, both in terms of the level of actual trade with them, but more so, in their global significance.”

Despite an unambiguous legal proscription on selling kangaroo parts since 2016, it’s largely been business as usual for scores of retailers.

While dwindling kangaroo populations first spurred California legislators to impose the ban 50 years ago, it’s the inhumanity of killing kangaroos in their native habitat that drove the ban’s reinstatement 46 years later. Yet the California Department of Fish and Wildlife chose inaction, ignoring the law and undermining the will of the people, represented through their elected officials.

The illegal market that advertises itself

And choosing to not enforce the law they certainly are. There is no black or gray market in kangaroo cleats. They are out in plain sight, in eye-catching displays, sporting tags advertising their kangaroo leather content.

The Department conducts tightly orchestrated high-profile raids to confiscate ivory from galleries and auction houses, but this challenge is almost too simple. By writing letters and press releases, speaking to store owners and manufacturers’ reps, and issuing citations for the most recalcitrant offenders, the Department can mop up this problem readily. There is no illicit, underground trade in kangaroo parts driven by poachers and wildlife traffickers. The people using kangaroo skins are major corporations, with compliance officers and boards of directors. If they are merely reminded of their illegal action, they should respond.

Tens of thousands of kangaroo leather soccer shoes continue to flow into the state annually while Fish and Wildlife officials stand aside. The commercial shooting of kangaroos – at night with spotlights, then field dressed, stored in a chiller and eventually driven to a processing plant to bring less than 25 cents per pound – is not hunting. It’s as if we licensed 300 shooters to kill 1.5 million elk in our wildlands to sell abroad for boots or hats.

Commodifying wildlife and commercializing their killing is not popular with Californians, and it is at odds with the wildlife management principles put into practice throughout the United States.

Progress afoot

As evidenced by what's on professional soccer players' feet, today's state-of-the-art soccer cleats are high-tech, computer-designed, and synthetic. These are the most popular and purchased soccer shoe, across price points. Kangaroo skin shoes, with old school appeal and throwback profiles, are a relic. But, given the popularity of the sport, even a modest segment of soccer enthusiasts buying these shoes creates the demand for the skins of millions of kangaroos.

As Nike says, kangaroo leather is found "only on a small number in one of four silos." Retailers and manufacturers will not be harmed if kangaroo leather cleats, a small portion of the market, are eliminated. And it will level the playing field for those retailers that have been following the law.

Legislative butterfly effect

On occasion the California legislature enacts a law that has far-reaching impact. That's the reality in a world where supply chains are long and in far-flung places where regulation and oversight are ineffectual. California's lawmakers uphold the values of the people of California. They don't want to see kangaroos killed for shoes, and most of them have no idea that they may be buying footwear that comes from the mass slaughter of native wildlife.

Australia's monograph opposing the California law banning sales of kangaroo products included a dire warning:

"(M)ajor producers had indicated that if they cannot sell kangaroo leather soccer boots in California, then they may not produce them at all."

The government's hyperbole may have been intended just to convey a sense of urgency. But as the state legislature has proven in the past, "As goes California..."

Conclusion

After several month of research, The Center for a Humane Economy has identified specific businesses responsible for the import and sale of tens of thousands of kangaroo skin soccer shoes In California, violating California Penal Code § 653o. These businesses include:

- 9 manufacturers wholesaling into the state
- 7 manufacturers selling online and shipping to California shoppers
- 71 dominant e-commerce websites selling and shipping to California shoppers
- 78 soccer stores selling to shoppers
- 1 national sporting goods chain selling to shoppers

In this report we have provided contact information for each violator: name, address, phone number, email and website, as they are discoverable.

We are forwarding our research to the Department of Fish and Wildlife and other state agencies and officials in the hope that they will contact these businesses as a first step in enforcing the law, seeking voluntary compliance.

Failure to communicate

The Center is not aware of any communication from state officials to soccer store owners four years ago when the ban on sales of kangaroo products was reinstated or at any time since then, explaining the change in the law. No official or agency has asked retailers to follow the law. Without worrying about enforcement, it has been left to the individual's business ethics and personal conscience.

Absent that instruction, it's understandable that some retailers would think they can get away with law-breaking. Had the delineation between legal and illegal been made clear and a new tone set by the authorities, things might have been different.

Still, there can be little doubt that store owners have been aware of the reinstatement of the ban on sales of kangaroo products. Some owners might have been involved in the debate, lobbying for one position or another. Others may have followed it more casually through the media, trade groups, soccer websites or word of mouth.

The national chains operate differently than smaller independent retailers. With in-house attorneys and required to obey a wide range of state regulations, they are less likely to take their chances with ignoring the law. That might explain the generally sound compliance by the national chains, but there is another possible answer. Most of the chains follow the discount model and have never carried top tier cleats.

As for the websites, after a few months of notices, Nike appeared to halt the direct-to-California illegal selling. But as quickly as it stopped, Nike resumed kangaroo skin shoe sales to Californians, even though the Center has had multiple personal communications with corporate leaders there. Requests from state officials might yield more enduring results.

Among the other online retailers, there are big and small companies trying to comply with the law, and big and small companies flouting the law. When retailers understand adherence is not discretionary, and someone is keeping track, they will likely make the necessary adjustments to be in good standing, given the size of the California market.

It all begins with the officials charged with enforcing this law making it a priority, changing their mindset and going to work.

The Center for a Humane Economy offers ten recommendations for California authorities:

- 1. California Department of Fish and Wildlife should appoint an enforcement official, for a short period, to orchestrate an enforcement plan:** Appointing the appropriate person of authority to coordinate increased enforcement of § 653o and organize a task force will create efficiencies and quicker progress.
- 2. Communicate with retailers:** Write letters to stores explaining the law and encouraging voluntary compliance. Direct communication from authorities will bring clarity and motivation.
- 3. Communicate with manufacturers:** Write to manufacturers and speak with local sales representatives to stop wholesaling to retailers and selling to consumers on their websites. Corporations have legal teams and computer programmers to swiftly implement best practices.
- 4. Communicate with online retailers:** Publish guidance for how online retailers can best comply with § 653o, and follow up to monitor compliance.

5. **Statewide and local:** Coordinate with local law enforcement including Humane Officers to educate soccer stores about § 653o and, if necessary, report noncompliance. Our research found local authorities were unclear on key aspects of this law and its enforcement.
6. **Ask the public for help:** Notify the public that tip lines are open for reports of noncompliance with § 653o. Be ready to follow up on those tips.
7. **Media:** Use social media and engage with news media through press releases to educate the public about the law.
8. **Talk to marketplace platforms:** Open a dialogue with e-commerce platforms that offer marketplaces, like eBay, to understand how to best achieve the intent of § 653o.
9. **Encourage enforcement:** Legislators could pass a Resolution or earmarked funding measure; the Attorney General could offer a legal opinion as encouragement
10. **Leadership:** Local and state law enforcement may be looking for political leadership to begin fully implementing this law. We call on the Governor, agency heads, leading lawmakers and others to give strong and long overdue guidance to California's frontline enforcement officers.



More on the commercial kangaroo industry in Australia

What's wrong with kangaroo leather?

In rural areas and under cover of darkness kangaroos, Australia's iconic animals, are killed by a profit-driven industry to make kangaroo skin goods like soccer cleats, with more than a million kangaroo skins exported each year to countries worldwide.

The widespread removal of Australia's largest herbivore has major implications for the country's ecological resilience. Over the last decade more than 18.2 million adult kangaroos were recorded as being killed for commercial purposes.

The commercial killing of kangaroos is permitted for four species on the mainland of Australia including the Red Kangaroo (*Macropus rufus*), Eastern Grey Kangaroo (*M. Giganteus*), Western Grey Kangaroo (*M. fuliginosus*) and Wallaroo (*M. robustus*). The commercial killing of other species in the macropod family such as Bennet's wallaby and pademelons occurs in Tasmania.

Ethical concerns

Although the government's Codes of Conduct require kangaroos to be shot in the brain, many are "body shot," meaning they are wounded but not killed instantaneously. These animals are likely to suffer slow, painful deaths from gunshot wounds. When an adult female is shot she may have a joey or young kangaroo who is dependent on her for survival. Shooters are instructed to 'euthanize' the joeys of any slaughtered female with either a single blow to the head or a single shot to the brain or heart. The 'single forceful blow to the base of the skull' can be achieved with a blunt object such as a metal pipe or by swinging the young animal's head against a car's tow bar.

Slain females may also have "at-foot" joeys living outside the pouch. A government report (Rural Industries Research and Development Corporation) found the majority of dependent at-foot joeys had not been euthanized by shooters but were instead left in the field, taking up to ten days to die from starvation, exposure, or predation without their mothers to teach them vital survival skills.

Enforcement of the laws to protect kangaroos

Compounding the welfare concerns associated with the killing of kangaroos for commercial purposes are issues with enforcement of laws and prosecutions for offences. The authorities responsible for monitoring the industry and ensuring animal welfare are also responsible for promoting the industry. This conflict of interest often results in the prioritization of the industry agenda over animal welfare. The slaughter of kangaroos is virtually unmonitored in the field and consequently the Codes are rarely enforced.

Shooting occurs at night in remote and regional areas far from the scrutiny of government regulatory agencies and the general public. There are a limited number of inspectors. For example, in New South Wales, the Office of Environment and Heritage has only one inspector for the state's 309,000 square miles.

Ecological concerns

The commercial industry promotes itself as sustainable by imposing a shooting quota set by the government of between 14 and 20 percent of the estimated population for the four kangaroo species. These quotas allow for an annual kill of between 3.6 and 8.3 million kangaroos. However, population estimates are very imprecise.

Given the vast size of Australia, population surveys are conducted aerially using a fixed-wing aircraft or helicopter. But kangaroos are hard to spot, as vegetation can obscure sight and kangaroos like to relax in the shade during the day. Therefore, the government uses a "correction factor" assuming for every kangaroo sighted there may be seven or ten unseen.

The problem with correction factors is their tendency to inflate kangaroo population estimates. In addition, scientists have raised concerns that with population growth rates averaging a maximum of 10% across kangaroo species in good conditions, shooting quotas are too high to maintain viable populations. While the total number of kangaroos killed for commercial purposes declined slightly between 2010 and 2018 with an average of 1.57 million adult kangaroos killed annually (Department of the Environment and Energy, 2019), the total allowable "take" quota increased by almost 70 percent from 2010 to 2016, making it appear the killing is within sustainable levels.

Consequently, kangaroos are now facing localized extinction in some areas. In the state of South Australia, Red Kangaroo numbers declined by more than 39% from 2018 to 2019. In the South Australia's commercial zone, Wallaroo numbers have declined by 92 percent since 2017 and Western Grey Kangaroos declined by 77 percent from 2018 to 2019. In Queensland, the 2020 commercial kill in two western

commercial zones was suspended as populations of Eastern Grey Kangaroos and Wallaroos declined below trigger points.

It is unknown what the cumulative impacts of severe drought, climate change and catastrophic fires will be on kangaroo populations. The “sustainable harvest quotas” are intended to ensure conservation of kangaroo populations. Clearly the intention differs from reality.

For more information visit www.CenterForAHumaneEconomy.org and www.KangaroosAreNotShoes.org.

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