



CONSEIL CANADIEN DE LA FOURRURE
FUR COUNCIL OF CANADA

Welcome | Bienvenue
Canadian Fur Atelier Competition
Concours De Design De Fourrure
2020

Fur: what does it mean to you?

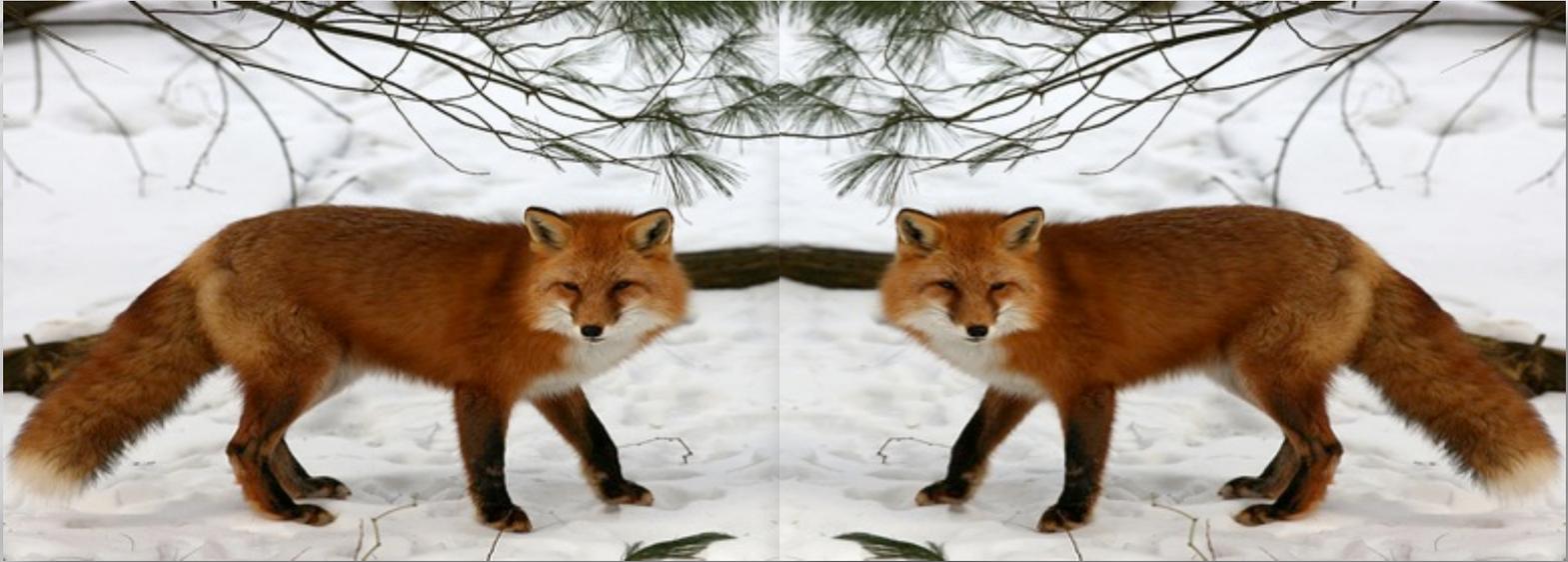
- Founded a nation
- Way of life
- Oldest industry in North America
- Renewable & sustainable resource
- Eco-Friendly
- Luxurious
- Tactile
- Warm
- History & legacy

The Canadian Fur Industry



- Canada was founded on the fur industry
- Hudson's Bay Company (HBC), which started as a fur trader in 1670, is the oldest incorporated company in North America
- Today there are 55,000 people employed in the fur industry in Canada

The Ethics of the Fur Industry



Four ethical principles for today's fur industry:

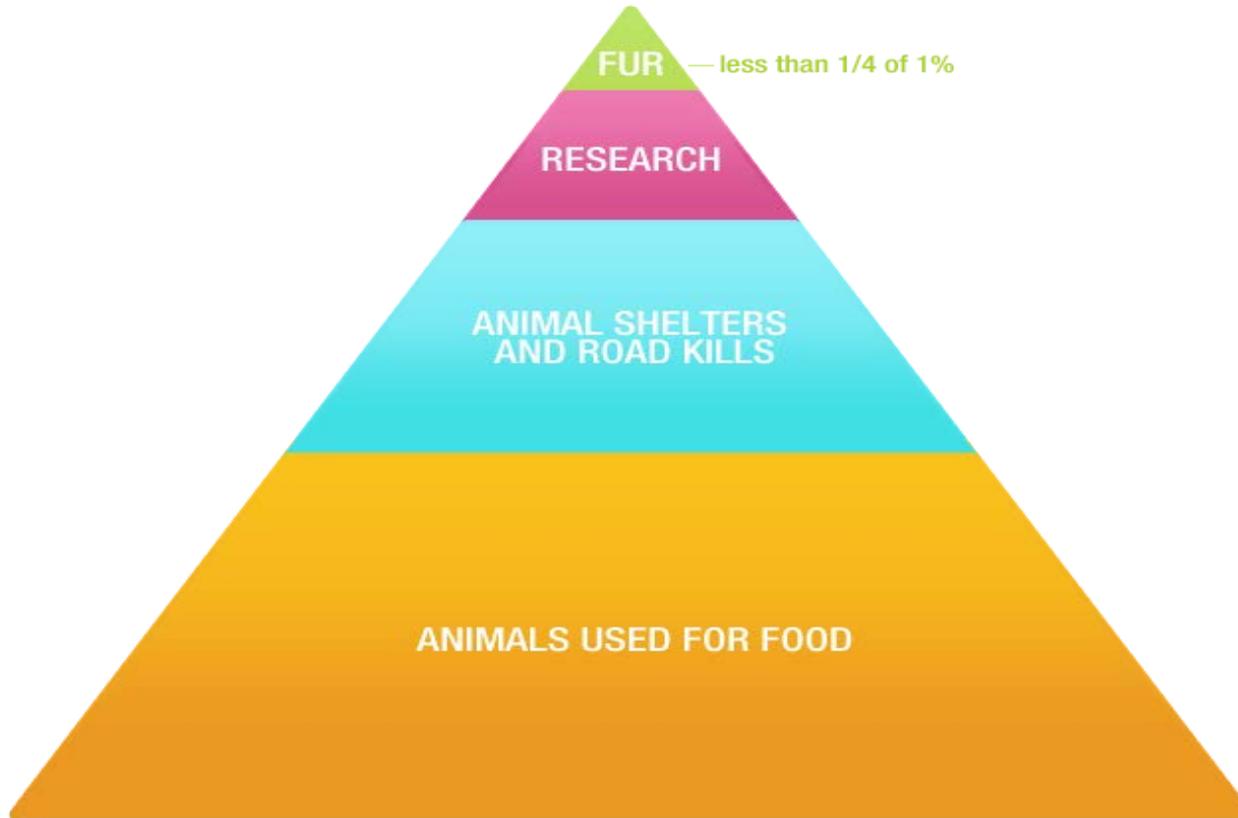
1. **CONSERVATION:** *The sustainable use of animals - no endangered species are used*
2. **ANIMAL WELFARE:** *Animals are used responsibly, cared for carefully, and all efforts are made to minimize suffering*
3. **PRACTICAL USE:** *Animals are not killed for "frivolous" purposes. Fur is a useful material, and the trade supports many cultures & livelihoods*
4. **COMPLETE USE:** *Every effort is made to ensure there is minimal waste as a result of the fur process*

PRACTICAL USE: not killed for “frivolous” purposes

- Fur is a natural product, which is renewable, long lasting and sustainable resource
- Fur is biodegradable product, and current scientific research has shown that a 4”x4” square of mink will decompose at the same rate as an oak leaf
- Fur supports Aboriginal and rural communities, especially the trappers, farmers and craftspeople for whom this is a way of life
- PETA argues that fur is unnecessary, as there are synthetic replacements which are often derived from a non-renewable resources
- Recent studies has shown micro plastics in the oceans, in the food system and now ingested by humans- results from synthetic fabrics & furs



North American animal consumption pyramid



* In North America, about 97% of us eat and wear products from animals



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Canadian Fur Atelier | Atelier de Fourrure
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2020



Life after Studio NAFA

Established in 2007, Studio NAFA was the first of its kind in North America, and hosted its last workshop in 2019 at Ryerson University.

CFA|AFC picks up where Studio NAFA left off! We pair the creativity of today's youth, with the strength, wisdom and skill of current-day furriers, practicing an age-old craft.

CFA|AFC will continue to host workshops for designers and students to learn and practice working with fur through an advanced curriculum taught by master furriers and expert fur designers.

We will provide participants the opportunity to work with top quality North American and European ranch mink & fox as well as an exceptional collection of North American wild fur.



What you will learn

At the workshop, you are encouraged to share, brainstorm and collaborate with one another.

Through this hands-on workshop, you will be guided by Farley Chatto & technicians to experiment with furs, mixing furs with textiles and other products, learning and altering techniques—all within an open and collaborative environment.

Leave with new skills, knowledge and an appreciation for fur that will forever inspire your creativity and future work.





NAFA Legacy

- North American Fur Auctions (NAFA) was the oldest fur auction house in the world, which closed in 2019.
- It was located in Toronto, Canada, and NAFA's roots traces back to 1670 to the historic Hudson's Bay Company (HBC).
 - For over 345 + years, NAFA has provided and marketed the largest collection of wild fur and the finest collection of North American and European mink to the global fashion community.

- Fur Harvesters Auction Inc. (FHA) is the largest wild fur auction house in the world
- Our roots back to the Ontario Trappers Association Fur Sales Service in 1947
- Operate as Fur Harvesters Auction in 1991
 - The only auction that is owned and operated equally by indigenous and non-indigenous trappers
- Primary role is to promote and support Canada's oldest sustainable, land-based industry
- HQ located in North Bay, Ontario, Canada
 - FHA certifies and traces all of its pelts, and promotes the responsible use of our wild furbearer resources.



sagafurs®



- 1938- Finnish Furs Sales (Saga Furs Oyj)- Founded by the Finnish Fur Breeders' Association (FFBA)
- 1954- The SAGA Furs label was born in Oslo, under the pan-Nordic Organization Scandinavian Mink Associations, then becomes SAGA Furs
- 1979- Partnership with international design schools begins
- 1983- First Fur Auction at Fur Centre, Vantaa, Finland
- 1988- SAGA Fur Design Centre opens
- 1989- First Designers come to the design center- changed fur design



KOPENHAGEN
FUR

- 1930- co-operative founded by Danish Fur Breeders Association (DFBA)
- Copenhagen Furs in business for 90 years
- 1946 Association bought 'Kjøbenhavns Pelscentral, renamed it Danish Fur Auction
- Largest Auction house in the world
- Company is a cooperative society: “one man, one vote” equality among the association



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Ethical Sourcing Wild & Ranched Furs



Ethical Sourcing program was developed to give our customers the confidence that Furmark furs are sourced from responsibly managed and sustainable populations of ranched and wild fur.

We believe it is vital to ensure that our products are ethically sourced from producers who uphold the highest standards in environmental stewardship, animal welfare, and sustainability.

Certification Assessment Programs

Each major fur producing region, USA, Canada and Europe, abide by their own certification system that builds the foundation for Certified™ Ranch Fur.



Regulation & Assessment

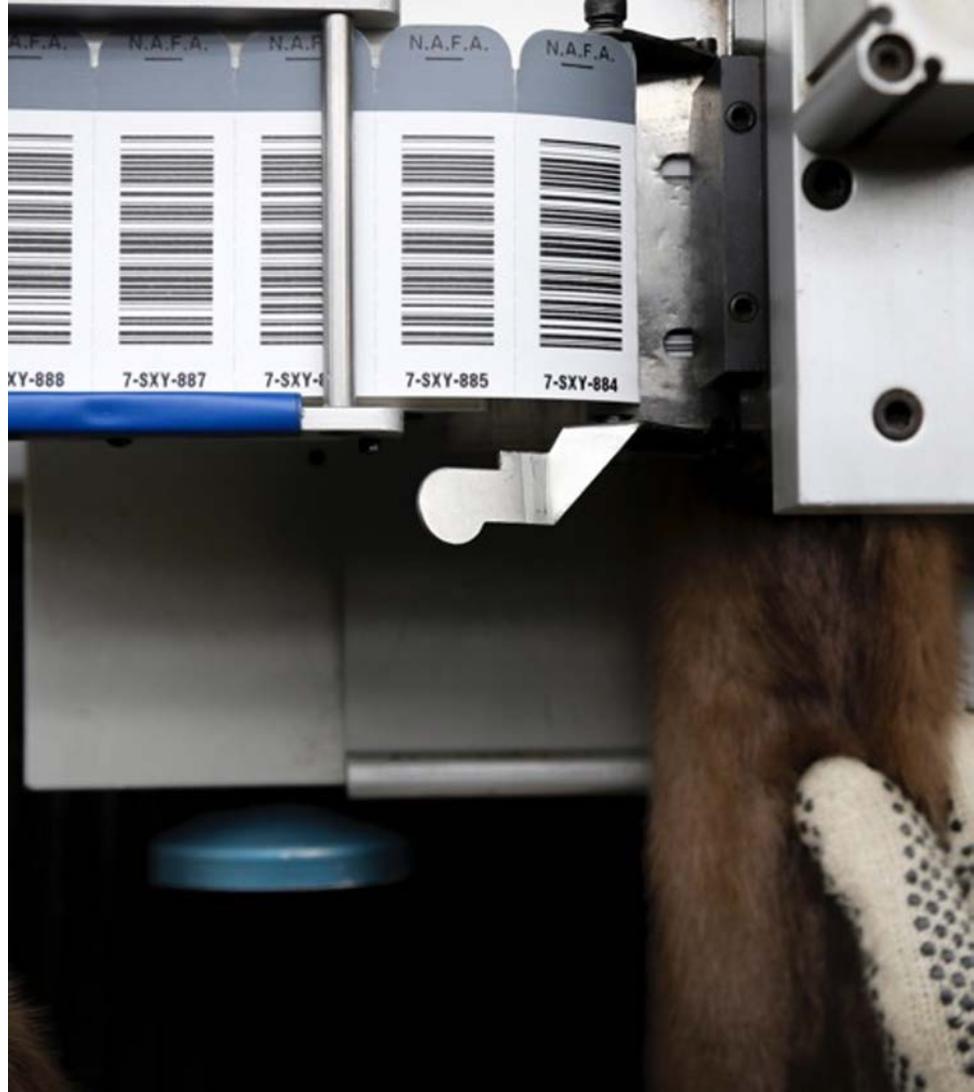
Each certifying system applies national **regulations** to fur farming practices, formulated on strict **animal welfare** regulations, **sustainability** and **transparency**. All three assessment programs are science-based and verified by independent experts and veterinarians in the field.



Traceability

Each pelt is fully traceable back to the farm it came from.

Traceability refers to the ability to track and document the movement of an item through stages of a supply chain, including the ability to verify the origin, history, manufacturing process and final application of that item.



Traceability Supply Chain



Producers and
harvesters
consign pelts

Certification
status is recorded
in a database

Each pelt receives
a barcoded
tag

Pelts are
sorted and graded
into lots

Traceability Supply Chain



Lots are sold at auction to the highest bidder



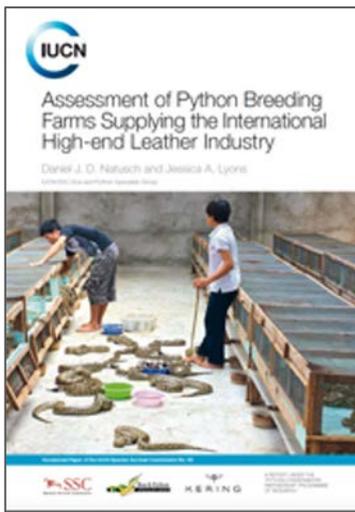
Pelts are dressed, dyed by fur processors



Designers and manufacturers transform pelts into ready-to-wear garments & accessories



Retailers present and sell garments to the consumers



Certification | Traceability Standards from other Luxury & Fashion Sectors

Market Driven:

- Feather Down
- Cotton
- Exotic Leather
- Production (i.e. Nike)

Industry Developed:

- Production Certification
- Traceability - Supply Chain Management and Origin Assurance



Sustainability

Our wild fur is harvested from abundant resources in North America, and trapping is actually used as a means for conservation and balancing the ecosystem.

Animal populations are highly monitored.

The sustainable farming model for ranched fur has been passed down for generations and still exists today with family-run farms across North America and Europe.

Fur farming completes the agricultural production cycle. Nothing is wasted during the process. By-products from food processed for human consumption are used to formulate healthy, balanced diets for farmed mink.

Trapping in a Global Context

Trapping of wildlife is practiced in virtually every country in the world for a variety of reasons, including:



Protecting
endangered
species



The re-
introduction of
species to their
original habitats



Prevention
of wildlife
damage to
human
property and
public safety



Protection of
crops &
domestic
animals from
wildlife
destruction



Disease
management
for human
and animal
health



Managing
invasive
species

Fur Farming Production Cycle





Natural Fur - The Responsible Choice

Fur as it is one of the earth's most natural textiles.

A recent study found that real fur degrades at the same rate as an oak or willow tree leaf.

Real fur can also be remodeled and last for generations.

Natural fur is clean and a sustainable fashion material with less impact on landfills and our oceans in comparison to plastic fur.



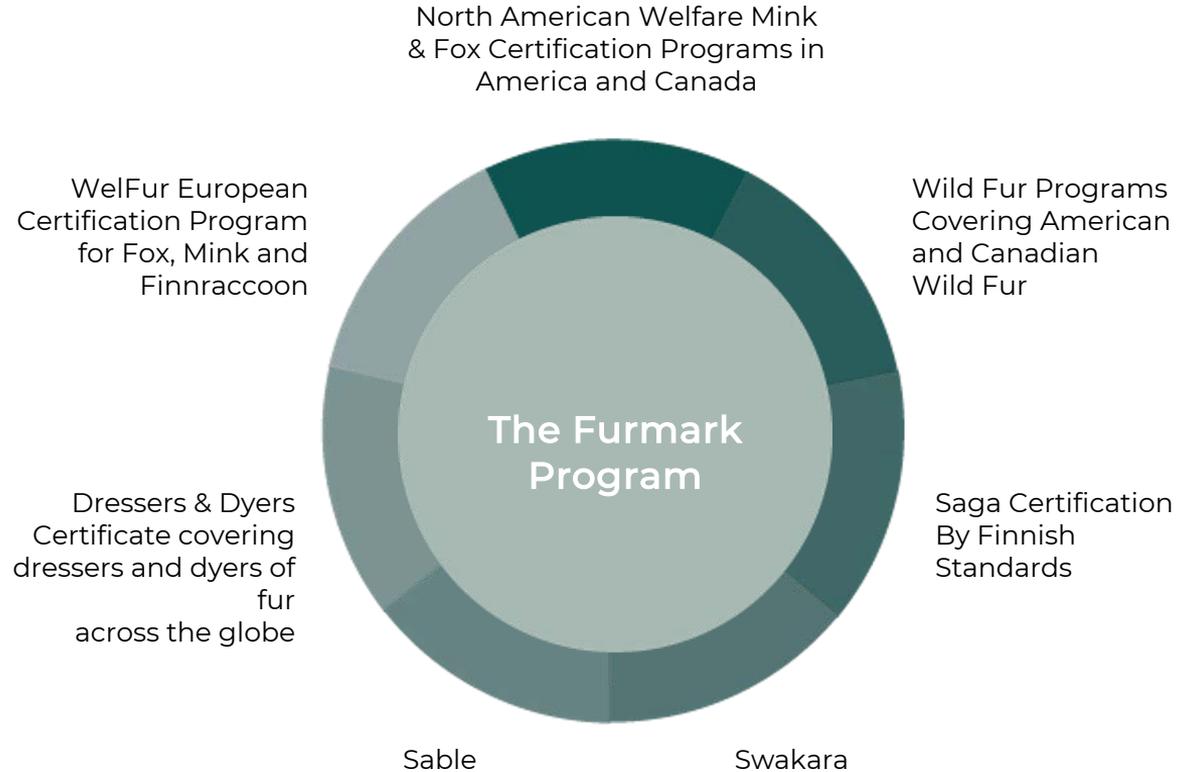
FURMARK

Certification is an industry wide initiative, infiltrating each stage of production from farm to retail. In 2018, the International Fur Federation (IFF) launched FURMARK – an international “mark” that will allow consumers to identify responsible and sustainable fur.



All ranched and wild fur deemed certified, is also FURMARK compliant as we supports and recognizes the FURMARK program.

We continues to work closely with industry organizations to ensure that fur remains a responsible choice for the future. All national certification protocols are made available to the public and can be found at www.furmark.com





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The future of fur design is you!

