

The Fabric of a Nation

CONTINUING A PROUD CANADIAN HERITAGE...

Did you know that 80,000 Canadians work in the fur trade today?

The fur trade contributes \$800 million to the Canadian economy – including more than \$300 million in exports. Exports of Canadian fur apparel to fashion centers in the USA, Europe and Asia have doubled over the past decade.



But business is only part of this Canadian heritage industry. The fur trade is also a remarkable environmental success story.

Respect for wildlife.

After 400 years of commercial trading, there are as many beavers in Canada now as when Europeans first arrived. Thanks to excellent conservation policies, Canadian furs are abundant and absolutely no endangered species are used. That is assured by provincial and national regulations and by provisions of the Convention on International Trade in Endangered Species (CITES).



In fact, the fur trade uses only a small part of the surplus nature produces each year. This is what biologists call "sustainable use of renewable resources", a principle promoted by the United Nations Environment Program (UNEP) and every major world conservation organization.

Canadians are also world leaders in promoting high standards of animal-welfare on fur farms and in the wild. Research directed by the Fur Institute of Canada provided a scientific basis for the Agreement on International Humane Trapping Standards that has now been adopted by the European Union, Russia and Canada.

Respect for the diversity of people and cultures.

Many Canadian families rely on beaver, muskrat and other fur animals for food as well as income. Animals not used for food are returned to the woods to feed other wildlife through the winter. Farmed mink and foxes provide organic fertilizers, fine oils and other useful products in addition to fur. **Nothing is wasted!**



Respect for the land.

When you buy and wear fur you are supporting aboriginal and other Canadians who live in some of the most remote regions of our country – people who have a direct personal interest in protecting vital wildlife habitat. Trappers are our "eyes and ears" on the land. They are the first to sound the alarm when wildlife is threatened by disease, pollution or poorly planned development projects.

We are the people of the Canadian fur trade – continuing a proud tradition of craftsmanship and responsible use of Canada's precious natural resources.

The Fur Council of Canada is a national non-profit association representing all sectors of the Canadian fur trade. For more information about our trade, please visit our website...



CanadaFur.com



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