



FUR HARVESTERS WILD FUR SEMINARS IN CHINA

We have just returned from China where we conducted successful wild fur seminars in several cities, as well as visiting manufacturers, designers and dressers and dyers, and conducting in-store promotion. The outlook for wild fur is increasingly positive. As in the rest of the world, ranch mink production in China has been drastically reduced in line with reduced demand. Many businesses that have dealt only in ranch mink have closed shop.

Many Chinese customers have now turned their attention to wild fur for garments, for lining and for trimming. There will be something of a learning curve for many of them as they become familiar with the product, but we continue to stress the variety and value that wild fur offers. We visited fur malls in northern China, and already garments lined with muskrat and raccoon are very visible, while mink coats trimmed with fisher and sable are increasingly popular. The Chinese market is ready for variety, and we believe that wild fur can capitalize on this in the coming years.

