



DEAR TRAPPER:

## Introduction – What is FURMARK?

- FURMARK, is an independent world-class, comprehensive certification and traceability program that covers sustainability, animal welfare and the dressing and dyeing of fur. FURMARK is a guarantee of commitment to the highest sustainability standards and assurance that the fur industry is striving to further improve the sustainability of the sector.
- FurMark is essentially the replacement for ORIGIN ASSURED; but it is **far more comprehensive** and has two key components to it: **Certification** at the farm and for wild-sourced fur along with dressing/dyeing level; AND **traceability**. It guarantees three principles: science-based, third party oversight and transparent.
- FurMark was developed after some of the big fashion brands such as Saint Laurent, Alexander McQueen and others, began asking for more transparency and greater scrutiny at the farm level. These brands were a part of a roundtable that was set up that included IFF London/Americas, Fur Europe and neutral facilitators.

### Wild Fur

- Wild fur, because of the myriad of international laws, federal, state and provincial rules in place, **is already certified**. Third party oversight already exists and ALL wild fur that is sold through auction is certified.
- **All wild fur is certified when sold through auction and is a part of the FURMARK system because it meets the following criteria:**
  - It is science-based: there are mountains of research behind wild fur. ISO standards, the international agreements, federal/state and provincial laws and regulations along with BMPs in the U.S. and trap testing in Canada
  - Third party oversight: the third-party oversight already exists with the rules, laws and regulations as outlined above. Additionally, however the two auctions that sell wild fur have agreements with the Ontario Ministry of Natural Resources which guarantees an additional layer of oversight
  - Transparency – all rules and agreements are already readily available online

### FURMARK Traceability

- **ChainPoint:** IFF appointed independent traceability experts ChainPoint in order to run a pilot phase involving the five major auction houses. This process is nearing completion and a review meeting will take place in order to discuss the next phases.
- All pelts will be traced from the auction house to the manufacturing level through this cloud-based traceability system.



**FURMARK**

THE INTERNATIONAL MARK OF  
RESPONSIBLE AND SUSTAINABLE  
NATURAL FUR