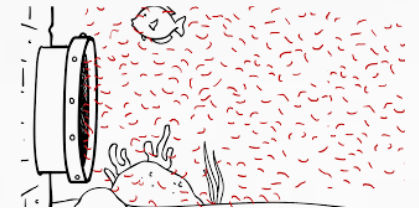
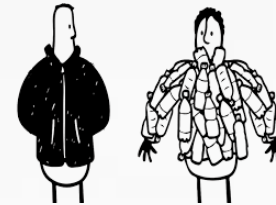


Natural Fur: The Responsible Choice

- **Natural Fur** is long-lasting, reusable, recyclable
 - **100% biodegradable**
- **Most clothing** today is synthetic (**Made of plastic!**)
 - **Sheds particles of plastic** into the **ocean** every time it is washed
 - Ends up in **landfills** after a short period of time
 - Takes **~500 years** to decompose



- **Fur farmers & trappers** must adhere to **strict animal welfare requirements** and **government regulations**
- **Farmed mink & fox** consume **40,000 tonnes** of waste products annually from the human food chain
- **Trapping** helps to support and maintain **healthy wildlife populations**
- **Fur trade** supports **indigenous communities**
- **Fur trade** employs **thousands of people** across Canada
- **Fur trade** is an important part of **Canada's heritage**

