

environmental activist

Most people choose fur for warmth and beauty.
But wearing fur also helps to protect nature, by
supporting people who live on the land.

Because they depend on nature for their
livelihoods, trappers have a direct interest
in protecting our forests and rivers.

They are the first to sound the
alarm when these vital wildlife
habitats are threatened.

For those of us who live in cities,
they are our 'eyes and ears' on the land.

That's one reason why the regulated and
sustainable use of wildlife is supported by the
international conservation authorities.

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**A New Vision of Fur
for an Eco-Conscious World**

BEAUTIFULLY CANADIAN



CONSEIL CANADIEN DE LA FOURRURE
FUR COUNCIL OF CANADA

when his family has eaten the beaver roast... ...should he throw away the fur?

Photo courtesy of Claus Biegert

Most of us eat steak and hamburger. So it makes sense to use the leather cows also provide.

But there are no cows across much of Canada. Instead, our boreal forests, wetlands and lakes are home to beaver, muskrat and other furbearing animals.

These animals provide food for trappers and their families. Any meat not eaten is returned to the land to feed other animals through the cold, hungry winter.

The fur provides income in remote regions where jobs are scarce. Nothing is wasted.

Most consumers choose fur to enjoy its unique warmth, comfort and beauty. But it's nice to know that it also helps people who live closest to the land.

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Office de la sécurité du revenu
des chasseurs et piégeurs criés
Cree Hunters and Trappers
Income Security Board

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CREE
TRAPPERS
ASSOCIATION



eco-fashion

Synthetics are useful, but they are usually made from petro-chemicals – non-renewable resources that cause environmental problems.

Fur, by contrast, is a natural, renewable and sustainable resource.

The fur trade is strictly regulated in Canada, so we use only part of what nature produces each year. Never endangered species.

A fur garment is also remarkably long lasting; it can even be restyled and recycled. And fur is biodegradable.

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