

FURMARK BRIEFING

Issue #2
Summer 2019



FURMARK

The International Mark of Responsible
and Sustainable Natural Fur



GOVERNANCE

Getting FURMARK ready to launch in 2020 requires a lot of work and planning. Since our last Spring Briefing, we have introduced a FURMARK Steering Group comprised of senior representatives from the major auction houses, manufacturers, dressers and dyers, retailers and brands, including key leads of the seven programs that comprise FURMARK.

The Steering Group has met twice already in order to assess the implementation of the individual programs and provide sound advice and guidance in order that FURMARK is ready for 2020. The group will convene again in September and October 2019.

FURMARK PROGRAMS

A number of the FURMARK programs are on track and the steering group is closely monitoring progress to ensure that we can meet our commitments for 2020.

TRACEABILITY

IFF continues to work closely with independent traceability solution providers ChainPoint and we are now in the process of beginning phase two in order to build a solution that closely meets the requirements of the market.

AUDIT

IFF continues to have discussions with a number of major international audit firms in order to design and commission an appropriate audit process to provide assurance to the FURMARK program.

MEMBER OUTREACH

It was clear from members that you wanted to know more about FURMARK and what it means for you, whether you are manufacturer, retailer or another key player within the fur supply chain.

The IFF team in London have as a result conducted extensive outreach to members with specific events in countries such as: Turkey, Spain, Canada, France, Korea, Greece and the USA. We have been present at Copenhagen Fur and NAFA auctions.

During July and August we will be running dedicated FURMARK events or speaking at industry conferences in Russia, China, Greece and the US, with further events planned in Italy and Poland in the autumn.

To support this activity we have updated the FURMARK brochure and created an executive summary version which is now available in more than 10 languages. If you would like to know more about a potential members event or translations of the FURMARK brochure and supporting materials please contact Claudia Proietti - cproietti@iftf.com.



WIDER ENGAGEMENT

IFF have been engaging with a number of fashion brands to brief them on the development of the FURMARK program. and as a result a major fashion group is now a member of the FURMARK Steering Group.

As you maybe aware FURMARK has also been discussed in relation to the proposed fur retail bans in California, New York State and New York City and these discussions are continuing.

FURMARK AT RETAIL LEVEL

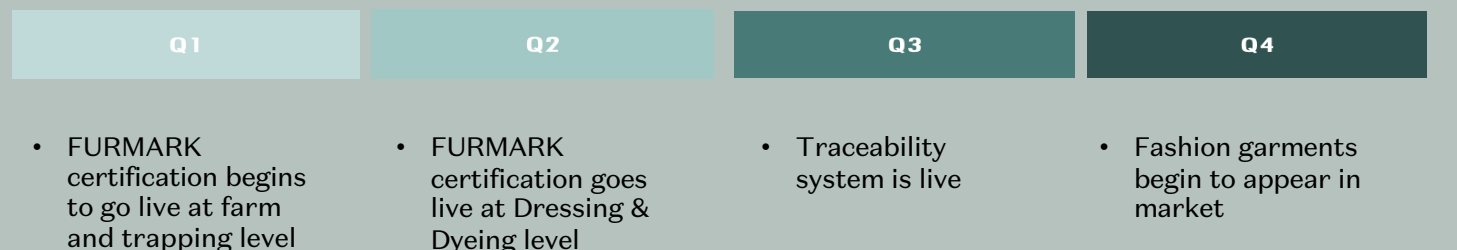
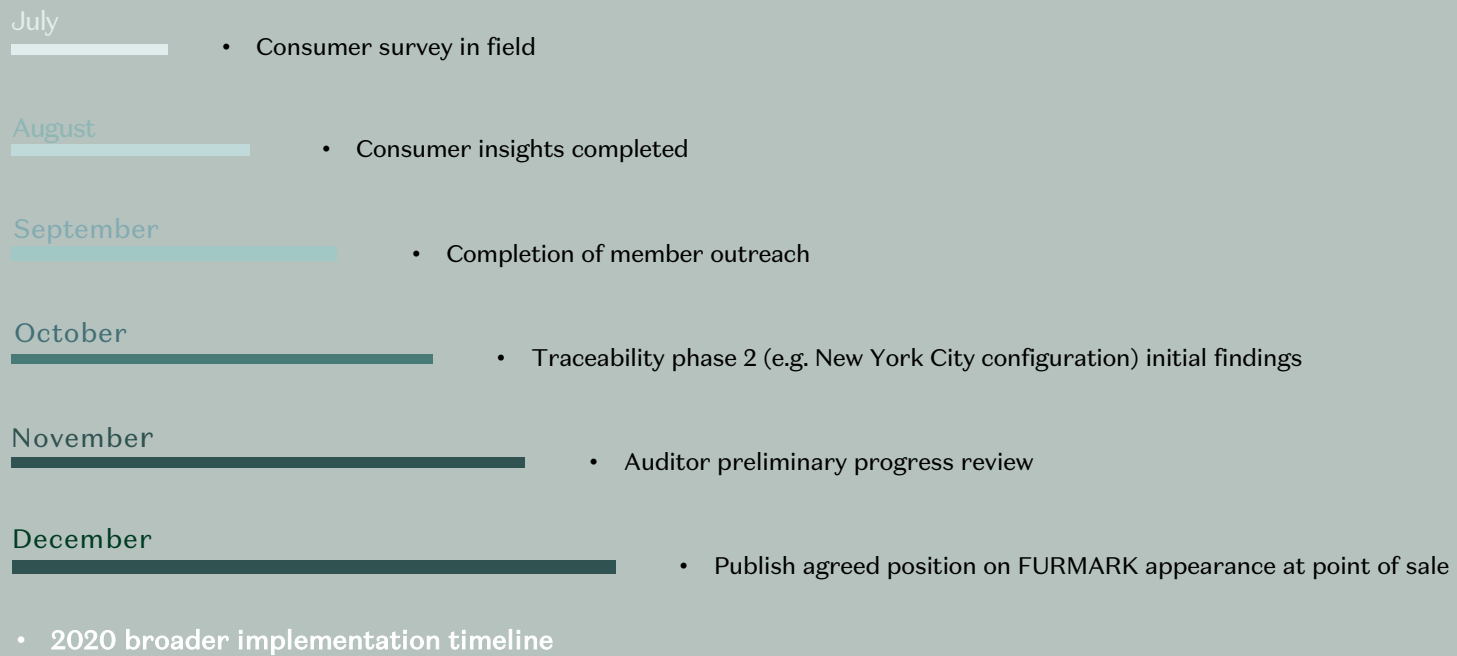
Determining what FURMARK should ultimately look like at retail level requires considerable discussions and evidenced based analysis. We have so far in 2019 conducted surveys with around 150 global fur retailers, ran consumer focus groups in London, New York and Hong, and will shortly be surveying around 6000 consumers across 6 key fur markets. We are also using the members events to gather insight into what the final solution should be. The recommendations that we will put forward later in 2019 will also be influenced by the ongoing traceability work and views from the prospective FURMARK auditor.

The following graphic summarises the decision-making process, which we expect to make later in 2019. We have a commitment to launch FURMARK in 2020 and you will be informed of progress, that said, if you have any comments please feel free to contact IFF over the coming months.

IMPLEMENTATION TIMELINE

The following timeline demonstrates examples of planned progress during Q3 and Q4 2019, and FURMARK implementation in 2020.

- 2019 progress towards agreement on how FURMARK should be presented at point of sale



What is FURMARK?

The International Fur Federation (IFF), the global fur industry representative body, is in the process of developing FURMARK.

FURMARK, is an independent world-class, comprehensive certification and traceability program that covers sustainability, animal welfare and the dressing and dyeing of fur.

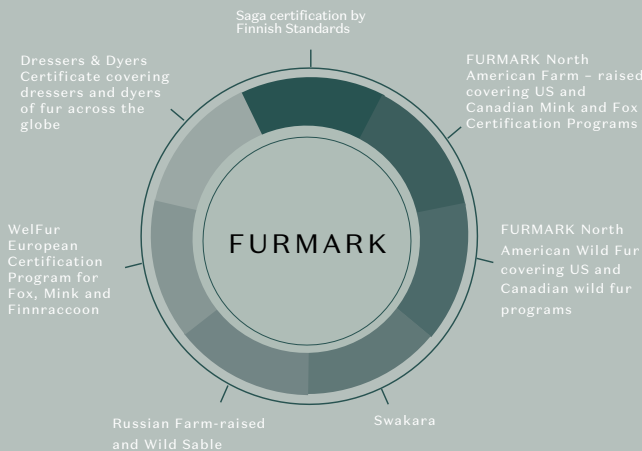
FURMARK is a guarantee of commitment to the highest sustainability standards and assurance that the fur industry is striving to further improve the sustainability of the sector.

FURMARK will be launched globally in 2020 and the IFF is currently establishing the infrastructure, protocols and partners to deliver the program. FURMARK covers all aspects of the fur trade and after 2020 FURMARK certified furs will be sold through the auction houses globally.

FURMARK is based on three key principles:

1. **Science:** Certification programs and protocols are science based and will be approved by independent experts.
2. **Independent inspection:** Verification system at each stage of the supply chain will be conducted by independent third-party experts and publicly available.
3. **Transparency:** Certification programs must meet national regulations and ISEAL's credibility principles.

By 2020, the FURMARK program will include:



FURMARK incorporates global animal welfare programs reflecting different fur species:

- WelFur
- SAGA Certification by Finnish Standards
- North American Farm-Raised
- North American WildFur
- Swakara
- Russian Sable

as well as the dressing and dyeing process.

Traceability system

FURMARK will incorporate a sophisticated traceability system ensuring that certified skins sold through the five major auction houses are traceable throughout the supply chain.

In September 2018, the IFF commissioned independent traceability experts ChainPoint to take forward a pilot project with the five main auction houses.



ChainPoint Traceability System will capture movements of FURMARK certified pelts through the supply chain