



Landbruk- og matdepartementet
Klima- og miljødepartementet

Høringsuttalelse NOU 2014:15 – Norsk Pelsdyrhold

The International Fur Federation is proud to count amongst its members two Norwegian organisations: Pelsinform and Norges Pelsdyrslag.

In response to the recent process that has been undertaken in Norway, reviewing the local industry and assessing the options for its future, IFF would like to make this response to the hearing NOU 201415.

Industry

Our industry is a dynamic and growing one and our membership has grown with it, to a total of 48 members in 39 countries. These members represent every level of the trade, from farmers and trappers on one end to retail on the other.

Last year (2014) alone, 87.2 million mink were produced globally with 850k coming from Norway. Norway also produced over 2% of the 7.7 million fox. The last comprehensive study of the trade from 2012 by Price Waterhouse Coopers put the overall value at approximately \$40 billion and the trade has grown considerably since then.

Fur has never been more popular with huge brands and artisan designers all incorporating it into their collections. The proportion of shows at the four main fashion weeks (Paris, Milan, London and New York) to use at least some fur went up from 71% last year to 73% this year.

The reasons for this are varied, but some portion of the credit is deserved by the producers who have reassured the fashion industry as to the high welfare standards they maintain.

Improvement

Norway's fur production sector can count itself amongst the best regulated and highest thought-of in the world. That is not to say that the fur industry does not believe further progress is not warranted, even necessary and it is to this end that we support wholeheartedly the efforts of independent animal scientists via the grouping the International Fur Animal Scientists Association (IFASA). As the Committee refers to in its recommendations, they would like to see more public funded research on fur animals and fur farming. We would clearly support this effort.


An information sharing and project based organization, IFASA has been at the core of the continued improvements in animal welfare and will continue to drive this work in the future.

The ongoing businesses of our members depend on many things, but freedom of choice is among the most fundamental. The fur industry is permitted the license to engage in animal husbandry like many other industries by society. To preserve this freedom it is the imperative of the industry to seek high animal welfare standards. This is what we want, what our members want and what the market wants.

Higher animal welfare standards produce better quality, more sought-after products and increased prosperity for all. This holds for the industry in Norway as it does globally.

IFF therefore supports the sustainable continuation of fur farming in Norway.

Kindest regards,

A handwritten signature in black ink, appearing to be 'Mark Boyle', written in a cursive style.

Mark Boyle
Director of Standards, Welfare and Environment
International Fur Federation