



65 Skyway Ave,  
 Toronto, ON M9W 6C7 Canada  
 tel: +1.416.675.9320  
 fax: +1.416.675.6865  
 www.nafa.ca

January 13, 2010

## **NAFA Holds Successful Inaugural Wild Fur Internet Private Treaty Offering**

With this year's Wild Fur harvest down substantially, NAFA felt it made better marketing sense to consolidate most of our January Wild Fur consignments into our major March auction offering. However, recognizing that there are enough manufacturing buyers who have immediate Wild Fur needs to produce samples for upcoming fairs, as well as buyers who recognize that up is the only direction that wild fur prices will follow for the foreseeable future, given the significant increase in prices for Ranch Mink at recent international auctions, NAFA made a decision to offer limited quantities of Muskrat, Beaver, Raccoon and Coyote by Private Treaty. NAFA also realized that a perfect opportunity to try a new method of selling presented itself. Over the last three days, NAFA successfully conducted its first ever Internet Private Treaty offering.

Fielding bids submitted in person, by fax, email, and electronically via NAFA's Private Treaty web page, NAFA achieved high percentage turnovers in the varieties offered, at advancing levels compared to another Wild Fur auction held a few days earlier. This initiative allowed NAFA to take the temperature of the marketplace as well as provide the opportunity for the trade to create collections at price points that are sure to briskly check out of retail stores next Fall.

NAFA looks forward to hosting the buying world at our next major Ranch Mink, Ranch Fox and Wild Fur auction to be held on March 12-18 in Toronto, Canada. Inspection commences on March 7.

### *FRESH QUANTITIES ONLY (IN USD)*

TYPE	OFFERED	% SOLD	AVERAGE	TOP
<b>Musquash</b>	63,663	100	\$7.62**	<b>\$14.25</b>
<b>Beaver</b>	9,103*	78	\$24.88**	<b>\$41.00</b>
<b>Raccoon</b>	13,601			
<i>Western Northern</i>		81	\$17.81	<b>\$37.00</b>
<i>West North Central</i>		71	\$16.67	<b>\$33.00</b>
<i>East North Central</i>		48	\$17.24	<b>\$25.00</b>
<b>Coyote</b>	2,613*	81	\$37.86	<b>\$62.00</b>

\* Quantities do not include small sizes

\*\* Section I average