



## Our Vision

Vision 2020 was launched to initiate and communicate NAFA's ethical sourcing commitment and action plan. Ethical Sourcing with NAFA demonstrates NAFA's commitment to maintaining the highest standards of fur production for our industry through certification and traceability.

By the year 2020, NAFA will offer both wild and ranched certified furs, recognized by brands and consumers around the world.

The following chart outlines the plan and status of NAFA's Ethical Sourcing program that includes fur production certification, transparency and traceability for ranched-raised fur as we move towards 2020, and beyond.



## 2020 and Beyond

### Objective:

Offer NAFA Certified Wild Fur and NAFA Certified Ranch Fur at auction. Complete remaining transition of farms to certified status. Continue to communicate NAFA Certified criteria to the buyers and consumers. Continue to roll out advanced traceability to expanded species list.

Set the industry standard for ethically sourced and certified wild furs. Support the implementation for advanced traceability for wild furs.

### Certification:

Offer NAFA Certified Ranch & Wild Fur to our global customers in certified auction lots. Work with the IFF to promote FURMARK for global unification.

### Traceability:

Offer expanded list of species with advanced traceability data. Continue to provide further information about NAFA Certified and Ethical Sourcing to bring more transparency to the industry.



## 2018-2019

### Objective:

Define NAFA Certified criteria for ranched fur. Support Farm Certification systems in North America and Europe to ensure NAFA shippers remain competitive on a global scale. Continue the transition of farms to certified status.

Define and outline NAFA Certified criteria for wild fur. Expand and enhance Pilot Project activities towards broader implementation.

### Certification:

Define and communicate NAFA Certified Ranch Fur criteria and standards in accordance to regional farm certification programs in Europe, Canada and the USA. Continue to support the development and communication of regional farm certification programs in Europe, Canada and the USA.

Broaden scope of NAFA Certified Wild Fur program with self-declaration of requirements by all NAFA wild fur shippers.

### Traceability:

Test and evaluate our Coyote Pilot Project results for data integrity, ease of use, and practicality between NAFA, our customers, and our shippers. Based on the results of our evaluation, expand species scope of our advanced traceability program to include lynx, lynx cat, sable, ranch mink and fox and consult our ranch fur shippers for program ID requirements.



## 2016-2017

### Objective:

NAFA develops and publishes Vision 2020 - Ethical Sourcing Program & Action Plan. NAFA collaborates with the IFF and national organizations in Europe, Canada and the United States to move forward with global plan for industry certification standards for each region.

NAFA assumes industry leadership position by implementing a Coyote Pilot Project to advance traceability data for wild fur.

### Certification:

NAFA supports work being done by national associations and the IFF to review all farm certification programs, and to chart a path forward that is practical for the farmer and useful for fashion brands and customers requiring certification. NAFA outlines NAFA Certified Ranch Fur criteria in accordance with national certification standards.

Phase I included the development of certification requirements of wild fur harvesters throughout North America, requiring all laws, regulations and best practices are followed.

### Traceability:

NAFA maintains high level tracking ability - from the farm to our company, through the auction selling process - as we have for decades. Phase I saw the implementation of a Coyote Pilot Project that will advance our tracking ability from auction house, through the dressing process and ideally to the consumer.

Phase I of Vision 2020 included the development of a Coyote Pilot Project that will advance traceable data available (ie. species, skin ticket number, country of origin, and year harvested). The advanced system will allow us to track the pelt beyond the auction house, through dressing and manufacturing and ultimately to the consumer. NAFA also made the commitment that no private information would be released for any NAFA shipper.