

6.—Number and Value of Pelts Produced on Fur Farms by Kind 1954 and 1955

Kind of Animal	1954		1955 ¹	
	No.	Value	No.	Value
		\$		\$
Fox—				
Blue.....	166	1,825	228	2,444
Platinum.....	512	4,214	468	3,963
Pearl platinum.....	1,832	23,391	2,291	22,909
Silver.....	4,191	40,272	4,119	35,982
White-marked.....	127	794	106	609
Other.....	8	58	26	163
Mink—				
Standard.....	264,422	4,119,967	275,242	4,354,689
Mutation—				
Platinum (silverblu).....	141,060	2,414,448	134,509	2,450,174
Pastel.....	172,984	3,898,745	220,925	5,021,007
Other.....	98,548	2,435,627	156,084	3,961,650
Chinchilla.....	1,460	34,245	1,742	47,897
Raccoon.....	6	10	17	45
Other.....	105	986	72	765
Totals.....	685,421	12,974,582	795,829	15,902,297

¹ Includes Newfoundland.

Section 5.—Marketing of Furs

Montreal, Que., is the leading Canadian fur mart although auction sales are also held at Vancouver, B.C., Edmonton, Alta, Regina, Sask., and Winnipeg, Man. The Saskatchewan Government maintains a Fur Marketing Service at Regina to assist producers in that Province.

Grading.—The grading of furs to secure uniformity was introduced in 1939 by the federal Department of Agriculture so that furs may be purchased by grade without the necessity of buyers from other countries personally examining the pelts. Grading offers many advantages to the producer as well as to the trade in general. It educates the rancher as to the proper value of his pelts and creates an incentive to improve the quality of the product; it furnishes guidance in the planning of future matings, aids in raising the standard of quality of the entire crop of pelts and helps in advancing the level of prices for high quality pelts.

Exports and Imports.—Before World War II, Canada marketed fur pelts mainly in the United Kingdom but that market was practically dormant during the war years and the fur trade was carried on chiefly with the United States. A revival of trade with the United Kingdom took place after the War but almost 80 p.c. of Canadian fur exports still go to the United States.

The Canadian fur trade, both export and import, is mostly in undressed furs, the value of dressed and manufactured furs going out of or coming into Canada being a comparatively small proportion of the total. Exports consist largely of furs which Canada produces in greatest abundance, mink being the most valuable followed by beaver, muskrat and fox. Furs such as Persian lamb, certain types of muskrat, mink, sheep and lamb and squirrel make up the major portion of the imports.

In 1947 the Canadian Government sought to interest European buyers in Canadian furs by sponsoring an exhibit of ranch-raised furs at an international trade fair in Switzerland. This was the beginning of a series of exhibits in European countries—England, France, Italy and Switzerland—the primary purpose of which was to induce buyers to attend the sales or to purchase their requirements through brokers. These exhibits assisted in attracting attention to Canada as a producer of high quality furs.