

containing pelts well matched as to size, colour and quality. The following figures show the production of chinchilla pelts in Canada since 1955:—

<u>Year</u>	<u>Pelt Production</u>	<u>Average Realization</u>	<u>Year</u>	<u>Pelt Production</u>	<u>Average Realization</u>
	No.	\$		No.	\$
1955.....	1,742	27.50	1960.....	9,067	13.06
1956.....	2,705	9.65	1961.....	10,559	14.07
1957.....	4,701	13.84	1962.....	11,193	13.56
1958.....	8,336	13.43	1963.....	12,228	14.03
1959.....	8,558	13.17	1964.....	12,842	13.22

In 1964, 782 fox pelts were produced on 36 Canadian farms, a continuation of the decline that began following the peak production of 240,827 pelts in 1939. It is interesting to note, however, that, sparked by a strong demand from Japan, the 1964 production realized an average price of \$43.37 per pelt, the highest return since 1930.

Fur Marketing.—The bulk of the Canadian fur crop is sold in one or other of the eight fur auction houses located in Montreal, North Bay, Winnipeg, Regina, Edmonton and Vancouver. The marketing season extends from December each year through to the following June. By this time most of the current season's production has been moved at the auction level, although clean-up sales in August or September are not unusual.

The December auctions offer substantial quantities of the new season's ranched mink pelts but only limited quantities of wild furs; the latter become available in larger quantities in January and later months. Canadian pelts are traditionally sold in the raw or unprocessed state, thus facilitating entry into the many countries that maintain tariffs on imports of processed furs.

Throughout the 1965-66 selling season, there was a strong American and European demand for all types of Canadian furs, especially from West Germany. In addition to the demand for ranched mink, the dominant fur of the industry, there was a noticeable interest shown in many of the wild fur varieties including the long-haired types which have largely been neglected in recent years. As a result, prices realized at auction for both wild and ranch-raised pelts were higher than in 1964-65.

Most Canadian mink ranchers are members of the Canada Mink Breeders' Association, which promotes Canadian ranch-raised mink in the domestic and foreign markets and works closely with fur auction outlets in formulating plans for marketing the annual pelt crop. Funds for advertising and other expenditures are obtained through a (voluntary) deduction of 1½ p.c. of the sales price of all members' pelts sold at auction. In the 1964-65 season these deductions produced a revenue of approximately \$290,000.

One method of promoting Canadian furs in the overseas market is the annual exhibit of a comprehensive selection of this country's furs at the International Fur Fair, Frankfurt, West Germany. This is the largest and most important exhibition of its type in the world and the annual attendance of around 20,000, mainly members of the European fur industry, includes a good proportion of the overseas purchasing power. An indication of the success of this exhibition, sponsored by the Department of Trade and Commerce, is the recent increase in the number of fur buyers who have come to Canada to obtain their requirements. Mink producers and trappers alike have benefited through the additional competition produced in Canadian auctions by these visitors.

Section 2.—Fur Statistics

Subsection 1.—Fur Production and Trade*

Total Fur Production.—Early records of raw fur production were confined to the decennial censuses when account was taken of the number and value of pelts obtained by trappers. In 1920 the Dominion Bureau of Statistics commenced an annual survey of

* Prepared by the Agriculture Division, Dominion Bureau of Statistics.