

Promoting Origin Assured™

The British Fur Trade Association (BFTA) attended the recent Conservative Party conference which was held in Birmingham between 3rd and 6th October 2010.

The backdrop to our conference stand prominently promoted the Origin Assured programme and included supportive quotes from leading international designers.

The OA™ theme was echoed in the leading article of *Fur News* – our Conference Newsletter distributed to MP's, MEP's and other conference delegates who visited the BFTA stand.



About BFTA:

The BFTA (British Fur Trade Association) represents the fur sector in the UK, promotes high standards and champions fur fashion.

BFTA is a member of the International Fur Trade Federation (IFTF). The IFTF promotes strict codes of practice that meet or exceed established and accepted animal welfare standards for wild and farmed fur. The BFTA and the IFTF strongly condemn cruelty to animals and their members do not trade in endangered species.

www.britishfur.co.uk

About Origin Assured™:

This fur industry initiative gives consumers assurance about the provenance of fur they are buying. Just as people wish increasingly to know about the sources of their food, coffee and clothing, research among designers and consumers has shown that they too would like to know about the source of their fur.

When consumers see the OA™ label they can be certain that, wild or farmed, the fur comes from a country where national or local regulations or standards governing fur production are in force.

www.originassured.com