

**Answer to hearing: Forslag til endringer i lov 21. juni 2019 nr. 63 om forbud mod hold af pelsdyr**

Fur Europe and the International Fur Federation would like to answer the public hearing “*Forslag til endringer i lov 21. juni 2019 nr. 63 om forbud mod hold af pelsdyr*”. We wish to make the Norwegian authorities aware of the recent developments in the fur sector as well as the price projections for the coming years.

We fully support the 250 families in Norway that are fighting to secure fair compensation for the loss of their livelihoods. It is no secret that we would have wished for the Norwegian Government to allow sustainable fur farming in Norway. However, the political decision was made without respect for the scientific argumentations, and now the aim is to secure that the families are compensated properly for their losses.

Despite the turbulent time, we see that fur sellers are positive about the outlook for 2021. This was recently reported by Business of Fashion<sup>1</sup>. According to the analysis, the luxury market has bounced back much faster than expected, with increasing demand, especially China and South Korea, both of which are key markets for fur. A cold winter there has also helped to raise expectations. This trend is also noticeable in New York, where prices of ready-made garments are skyrocketing<sup>2</sup> as a result of harsh weather and a growing consumers interest into longevity and slow fashion. Fur businesses report that instead of the predicted 45 % drop, they have they registered a 10 % increase in new orders in 2020.

In the first auction of the 2021-season held at the Finnish auction house Saga Fur in December, there was a significant rise in prices for the first time in years<sup>3</sup>. The increase was both shown in higher price levels and in strong sales percentages. The mink collection from European farms was 90 percent sold, and prices advanced on average more than 50 % compared to levels at September 2020 auction.

Based on long-term observation of the fur market experts predict that the increased prices and high sales percentages are the first signs of a market recovery<sup>4</sup> as the demand exceeds supply. Several stakeholders in the business are expecting a raise of up to 50 percent as many high-level brands will continue to supply fur, and the production levels are much lower than earlier years.

Chinese manufacturers sales of fur apparel and clothing accessories are expected to rebound to the pre-pandemic level of 8,5 billion US dollars in 2021 after a 1,7 percent decline in 2020, according to Euromonitor.

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<sup>1</sup> [https://www.businessoffashion.com/articles/luxury/how-the-pandemic-changed-the-fur-industry-forever?utm\\_source=daily-digest-newsletter&utm\\_campaign=1688670549264969&utm\\_term=11&utm\\_medium=email](https://www.businessoffashion.com/articles/luxury/how-the-pandemic-changed-the-fur-industry-forever?utm_source=daily-digest-newsletter&utm_campaign=1688670549264969&utm_term=11&utm_medium=email)

<sup>2</sup> <https://nypost.com/2020/12/26/fur-sales-are-booming-in-nyc-this-winter/>

<sup>3</sup> <https://www.sagafurs.com/corporate/news/the-value-of-saga-furs-brokered-pelts-in-december-auction-doubled-from-the-last-year/>

<sup>4</sup> [https://www.sustainablefur.com/news\\_item/fur-pelt-prices-are-about-to-go-up-again/](https://www.sustainablefur.com/news_item/fur-pelt-prices-are-about-to-go-up-again/)

**An International Membership Organization acting in Cooperation with**

Kopenhagen Fur  
Fur Harvesters Auction Inc.

Saga Furs Oyj  
Auction Company “Sojuzpushina Limited

American Mink Exchange  
RusPushnina Limited

Given the higher prices and stable demand for fur, we believe that these factors should serve as a basis for the calculation of the compensation level for the fur farmers in Norway.

If you have any questions or comments please feel free to contact us for further inquiries.

Your Sincerely,



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CEO  
Fur Europe

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