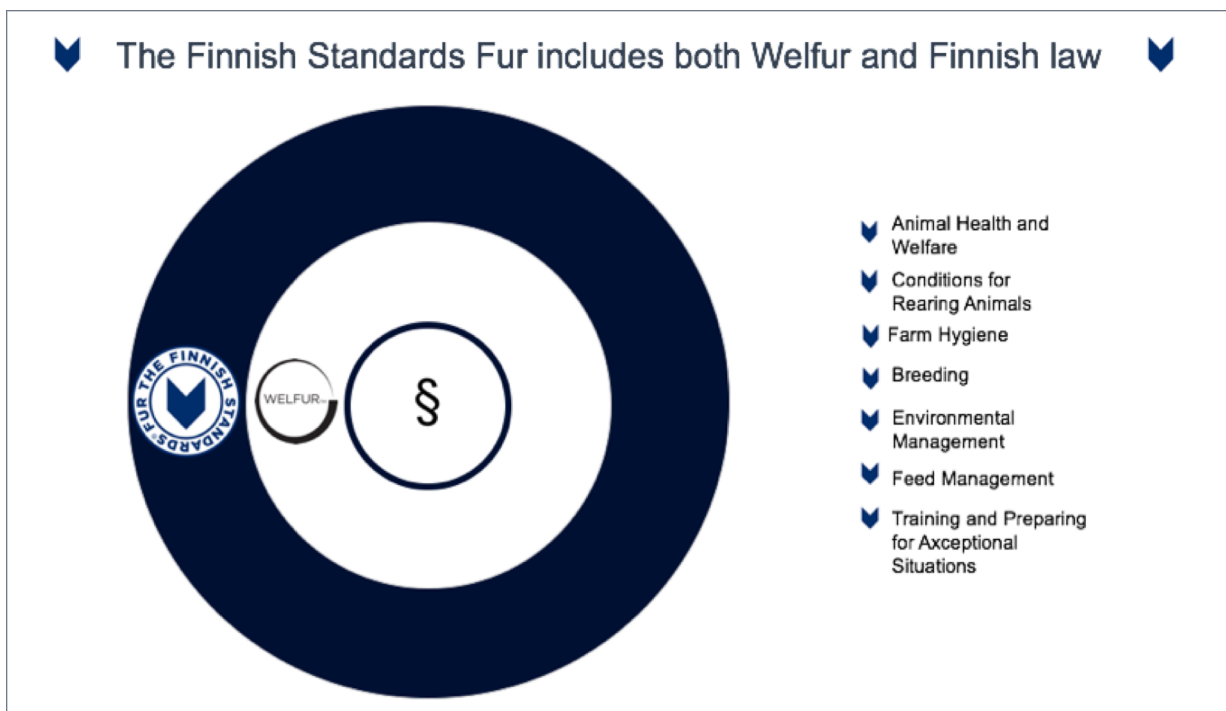


The Finnish Standards Fur certification

The Finnish Standards Fur certification means that producers commit to follow valid certification criteria and legislation regulating the breeding of fur animals. The verification of numerous criteria requires constant documentation from the producer, which ensures the traceability of the furs. Criteria also helps to strengthen good practices, recognise possible errors and gives guidelines to correction of them.

Certification criteria are based on current legislation and the industry's self-determined criteria, which is updated on regular basis to answer the demands given by the international fashion industry and feedback received on work performed. Criteria that exceed legislative requirements include those related to animal welfare and feed management. The certification of farms has temporary validity, and is awarded if at the annual audit visitation everything is verified as being compliant to certification criteria.

The certification of Finnish fur farms was developed by ProFur in 2005.



ProFur is a Finnish trade and educational organization for the fur industry that represents producers and guards social and political interests and business co-operation in Finland. The association is guided by a vision that Finland should be the most profitable country for breeding fur animals. ProFur aims to secure living space, continuous development and competitiveness for fur production by supporting the well-being of producers, animals and the environment. The association's vision is a successful sector that thrives when animals, producers and the environment are well off. Read more at www.profur.fi