

Genuine Mackenzie Valley Furs™ and Northern Canadian Wild Fur Collection™

Wild fur from the Northwest Territories is considered among the very best in the world. Fur harvesting is a fundamental part of both the NWT's Aboriginal culture and traditional economy.

Genuine Mackenzie Valley Furs™ and Northern Canadian Wild Fur Collection™ are trademarks owned by the Government of the Northwest Territories. The NWT Government does not assess a fee for use of the trademark by participating jurisdictions.

Genuine Mackenzie Valley Furs™ refers to the fur marketing program aimed exclusively at trappers in the Northwest Territories. Through this program, the Government of the Northwest Territories works in partnership with NWT harvesters and the fur industry to support and promote the NWT's traditional fur economy.

The program provides NWT Trappers with “one window” access to the international fur auction market for fur harvested in the NWT. In addition, the program actively markets and promotes NWT fur at international venues through partnerships with other harvesting jurisdictions and the private sector.

The Genuine Mackenzie Valley Furs program pays all associated costs of selling furs at the auction including shipping and drumming and provides protection against sudden and unanticipated declines in market prices.

The Northern Canadian Wild Fur Collection™ is a collaboration of wild fur marketing and promotion by Canada's three northern territories.

The Northern Canadian Wild Fur Collection™ offers trappers from across the North the opportunity to jointly market their furs in national and international venues under one brand rather than three separate brands.

This marketing arrangement is facilitated largely by marketing furs from the three territories through Fur Harvesters Auction Incorporated. The cost efficiencies in marketing in this manner are relevant and allow more energy and investment to be directed towards developing and sustaining productive capacity.