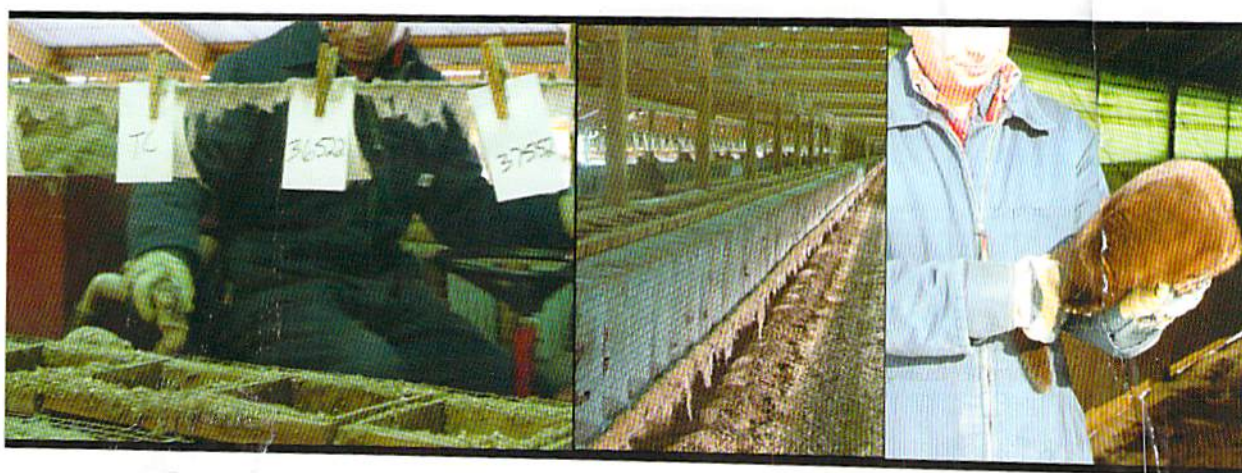


ANIMAL RIGHTS EXTREMISM

CRISIS COMMUNICATION BROCHURE ENCLOSED

Soaring mink prices and demand for fur also means a renewed interest from the animal rights extremists many of whom are not pleased with the fact that fur has made a comeback and is a must-have for leading international designers. NAFA is always vigilant with these groups and wants you be attentive to what is going on both inside and outside your ranch. With that in mind, we've put together a brochure (enclosed) to help you prepare should a problem occur. This brochure is designed to get you to think about how to create a network of help and forge the relationships needed before something happens.



Speaking with the media isn't recommended and media calls should be forwarded to associations that you belong to. An experienced media relations spokesperson is the best person to call if the media is asking for an interview, but should you suddenly be faced with reporters in front of you, this brochure should help guide you. Keep in mind that the associations you belong to need to be notified if anyone asks for a tour of your farm or an interview.

It is important to note that in 2011, four mink ranches were targeted in the U.S. by extremist animal rights groups and all incurred property damage and lost mink as a result.

Tom McClellan, an Ontario rancher was targeted in 1997 by extremists, who released a good portion of his mink, and many died as a result. Said Tom, "You work seven days a week to look after your animals and care for them. Somebody comes in and they kill your mink in the most brutal way ever, and they're supposed to be animal lovers."

Tom rescued most of his mink but some died after being rescued; others contracted pneumonia and others aborted their kits because of the stress. The activists were all caught and the long, arduous process of dealing with the legal and court system began. Tom says if he could send one message to other ranchers it would be: "It could happen to anybody. I was keeping watch that night for the activists because they'd already shown up once and they still managed to release mink."

It is also important to remember that anyone wanting to come to your ranch to take pictures **should not be permitted to do so, including reporters or independent film makers.** Flattery and claims that a film is about getting the 'other side' of the fur story should be greeted with skepticism. Should you receive a call of this nature, please let your fellow ranchers know about the call and contact your local representative.