

**Dear Board of Fur Europe,
Dear Board of IFF,**

As you will be aware, Van Ansem Group has for many years promoted and sold a significant part of our production under the label **UNICORN FUR FARMS**.

Our skins are sold at auctions in Toronto, and Helsinki under the name UNICORN. Buyers therefore know that these skins have been raised, dried and selected by the van Ansem Family. In other words, the buyer knows **who the producer is and what they are buying**. We attach great importance to this transparency and to maintaining control over the quality and origin of our products.

The market has changed dramatically over the past twelve years. Global production has now fallen to approximately 10% of the level recorded in 2013. In addition, three of the four auction houses that were active twelve years ago have since disappeared.

At the same time, we are seeing new sales channels emerge. This development has made it clear to us that, as farmers and producers, we have insufficient control over how our skins are ultimately offered and sold.

For this reason, we have spent the past period examining the possibilities to take greater responsibility for the sale, promotion and distribution of our own skins. Some of this process and our considerations are already known to you.

Today, 16th of August, we were informed that the **Board of Fur Europe is not prepared to cooperate with UNICORN FUR FARMS regarding the conditions under which certified skins could be offered directly through us as farmer.**

We naturally respect your decision.

Van Ansem Group will therefore, from this moment onwards, take responsibility for its own future.

Van Ansem Group represents a substantial group of certified farms and, under the UNICORN label, produces exclusively 100% certified skins. From this position, we have decided to establish our own sales platform:

UNICORN FUR AUCTION

This auction house will be established according to the same philosophy that has guided the our operation of our farms, feed kitchens and peltinghouses, for more than 60 years: **control over quality, origin, transparency and responsibility from producer to end customer.**

We are fully aware that UNICORN FUR AUCTION, like some others, is a newcomer to the current market structure.

Precisely for that reason, we ask you, **on the basis of equal treatment**, to provide us with a concrete proposal setting out the conditions under which **UNICORN FUR AUCTION may sell WELFUR-certified skins and may use the WELFUR trademark, label and logo.**

In order to organize our operation in a timely and professional manner, including communication surrounding UNICORN FUR AUCTION, the selection of a location and coordination of sales dates with the existing auction houses, we ask you to provide us **at the earliest possible opportunity with an a concrete certification proposal.**

In addition, we would like to inform you of a separate matter.

We have last week informed formally to SAGA that we are claiming the share of the **Levy withheld by SAGA** in respect of Van Ansem Group skins sold during the March and June auctions, as well for the upcoming September auction.

It is our position that the portion of this Levy attributable to our skins should be used for the benefit of our sector, including the general promotion of fur, political lobbying, veterinary support and other activities that directly contribute to the future.

The above mentioned funds, will be available for such purposes, **but under our own responsibility and supervision**, so that we can ensure that these funds are actually used for the interests and objectives for which they are intended.

Over the past years, we have tried to contribute within the existing structures, raised questions and repeatedly asked where the sector was ultimately being led. Too often, we did not receive a clear answer, and no directions.

Therefore, for us, the time has now come to take that responsibility ourselves, to secure our company, and the worldwide team we work with the raise well fur certificated mink.

We have been sitting on the same bus for years.

We repeatedly asked where the bus was taking us.

We received no clear answer.

So now we have decided to build our own bus — and, if necessary, drive it ourselves.

Yours sincerely,

Twan van Ansem, on behalf of the Family van Ansem

Moraira, 16th of August 2026

