

# THE TRUTH ABOUT FUR

Canada's Only Dedicated  
Trapping Podcast

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# THE TRUTH ABOUT FUR





**The Truth About Fur** podcast is a co-production of the Fur Institute of Canada (FIC) and the Wild Origins Canada Foundation.

**The Fur Institute** is Canada's national voice for the fur trade, and operates Canada's world-leading trap testing and certification program.

**Wild Origins Canada** is the Canadian affiliate of the Origins Foundation, an international foundation dedicated to telling the stories of sustainable wildlife use and the families and communities which rely on it.

# THE TRUTH ABOUT FUR





A photograph of numerous fur pelts hanging from metal hooks in a wooden processing facility. The pelts are of various colors, including tan, grey, and white. The background shows wooden beams and a corrugated metal ceiling. A decorative graphic of thin, parallel diagonal lines is overlaid on the right side of the image.

# OUR MISSION

**To be the most trusted source of  
information about Canada's fur trade**

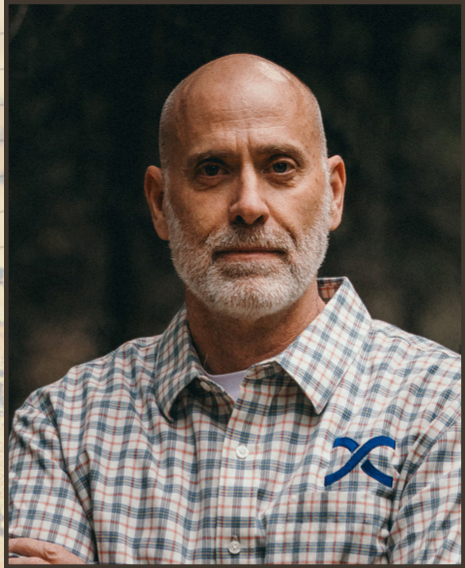




# THE HOSTS



Doug Chiasson  
*Executive Director*  
*Fur Institute of Canada*



Mark Hall  
*Executive Director*  
*Wild Origins Canada Foundation*





# OUR NUMBERS

**YouTube** is our most popular platform in the trapping community

*First 11 episodes*

**~2000 views**

**~64 hrs of content**



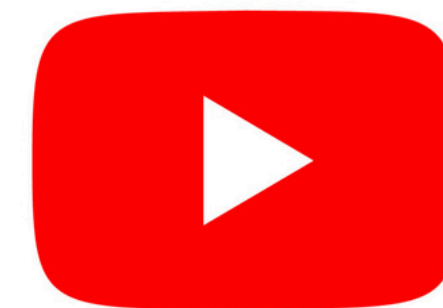
# THE TRUTH ABOUT FUR



EPISODE  
**#11**



**YouTube**



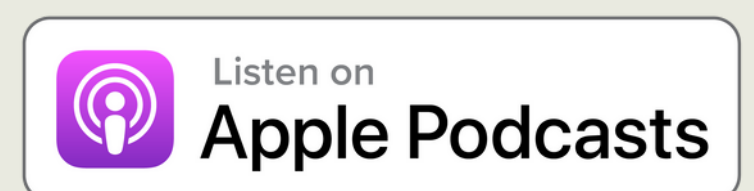
**YouTube**



# DISTRIBUTION

Our podcasts (audio) episodes are published each month on **The Hunter Conservationist Podcast** channel

- 2025 Apple Podcast feature show for Made in Canada Podcasts
- 2023 2% for Conservation Media Award
- Ranked #2 in the Canadian Wildlife Podcast category by FeedSpot
- Top 5 podcasts in Canada ranked by Good Pods





# SPONSORSHIP / ADVERTISING



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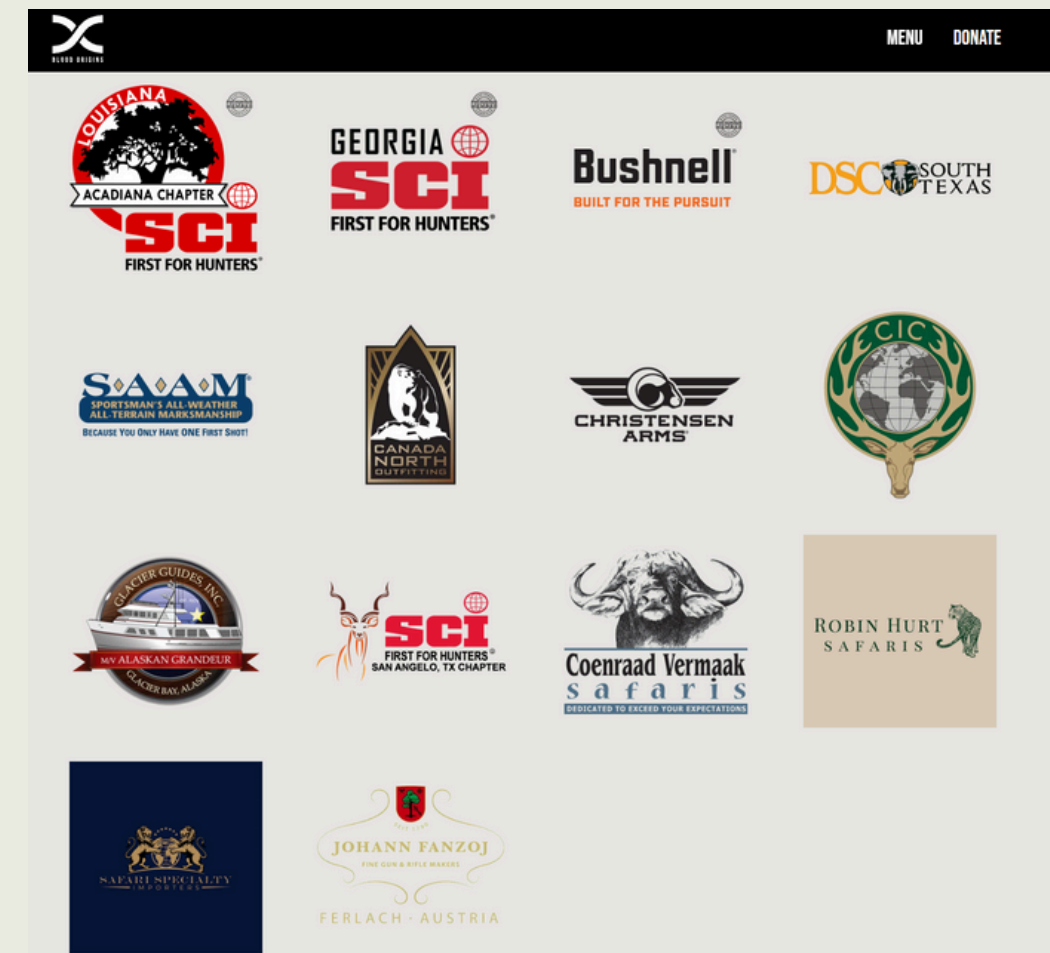
- Intro ad roll (60 sec)
- Logo placement on YouTube
- Outro ad roll (60 sec)
- 12 episodes per year
- Become a member of the global *Conservation Club*

## Episode Sponsor

*\$350 per episode*

- Logo inclusion on YouTube
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*Join us in telling  
the Truth About Fur*