

## Muskrat Makes the Hat—Hat Makes the Mountie

Table 1. Example of QDA (unit of analysis = fur network)

Data example, quote, etc.	Code	Category / Theme
<p><b>Muskrat, Anishinabe, Ojibway</b>            So, muskrat dove into the water. He was gone much longer than any of the others who tried to reach the bottom. After a while Nanaboozhoo and the other animals were certain that muskrat had given his life trying to reach the bottom. Far below the water's surface, Muskrat, had in fact reached the bottom. Very weak from lack of air, he grabbed some Earth in his paw and with all the energy he could muster began to swim for the surface. One of the animals spotted Muskrat as he floated to the surface. Nanaboozhoo pulled him up onto the log. "Brothers and sisters," Nanaboozhoo said, "Muskrat went too long without air, he is dead." A song of mourning and praise was heard across the water as Muskrat's spirit passed on to the spirit world. Suddenly Nanaboozhoo exclaimed, "Look, there is something in his paw!" Nanaboozhoo carefully opened the tiny paw. All the animals gathered close to see what was held so tightly there. Muskrat's paw opened and revealed a small ball of Earth. The animals all shouted with joy. Muskrat sacrificed his life so that life on Earth could begin anew.            (<a href="http://www.muskrat.com/index.html">http://www.muskrat.com/index.html</a>)</p>		
<p><b>Glenn Ducet, Executive Director of the Fur Institute of Canada</b>            The history of Canada was built on the fur trade and many Canadians are still involved in it. (Quoted in CTV News, October 1, 2014)</p>		
<p><b>Glenn Ducet</b>            These animals are abundant and plentiful in our environment and need to be trapped to protect our ecosystems, let alone for the fur trade. (Quoted in CTV News. October 1, 2014)</p>		
<p><b>Andrew Stanley, Trapper</b>            Trapping's great for our economy, it's great for the Canadian economy and the Mounties wearing the muskrat hat — I always thought it represented us, represented Canadians as well. (Quoted in CBC News, October 2, 2014)</p>		
<p><b>Leona Aglukkaq, Environment Minister (Nunavut First Nations)</b>            The RCMP decision, which is causing much glee among anti-fur activists, is being fully overturned. Our government will always stand up for Canada's hunters and trappers.</p>		
<p><b>Leona Aglukkaq</b>            I would like to assure Canadians that the historic fur winter hats worn by the RCMP will not be discontinued despite the efforts of the radical animal rights activists. The RCMP decision which is causing much glee among anti-fur activists is being fully overturned. Our government will always stand up for Canada's hunters and trappers. (Quoted in PRI, October 2, 2014)</p>		

<p><b>Robert Sopuk, Conservative Party Representative (Rural Manitoba)</b>  What bothers me about these well-funded animal rights groups — what actually results from their activities is that poor people get hurt, to be blunt. For some of them, trapping is the only economic activity available, and provides these people who live on fairly low incomes with the dignity of work and the ability to pursue a way of life that I strongly admire. As their Member of Parliament, I view this as my duty to protect and defend that way of life. (Quoted in PRI, October 2, 2014)</p>		
<p><b>Charles Ross, the Head of International Marketing for Saga Furs</b>  This is almost the golden age in fur. Our skin prices are going up 20-30% every year.... Fur is not for everybody. For people that have made the decision not to use fur, we certainly respect that. But, other people should also respect the right for a designer to use it. (Quoted in CNN Living, February 15, 2013)</p>		
<p><b>Charles Ross</b>  The studies have shown that faux fur is an environmental nightmare. That it's a non-biodegradable product made from petroleum whereas fur is very biodegradable and has a long shelf-life. (Quoted in CNN Living, February 15, 2013)</p>		
<p><b>Robert Sopuk, Conservative Party Representative (Rural Manitoba)</b>  The fur trade is vital to the economy of many remote rural communities—communities who often have few other economic options.</p>		
<p><b>Michael Howie, Spokesperson for the Association for the Protection of Fur-Bearing Animals</b>  To say that evolving as a community is somehow disrespectful to our past is disturbing. This heritage argument has to end.</p>		
<p><b>Michael Howie</b>  Interfering with what the public clearly believes in is what is disrespectful here. And right now, we are disgusted with our government.</p>		
<p><b>Michael Howie</b>  I wear a toque made from organic materials.</p>		
<p><b>Leanne Mai-ly Hilgart, founder of fashion label Vaute Couture</b>  I want to reach women who love style, love color, love fashion, and maybe they used to care about where their clothes came from but at some point they told themselves that it was naive to care. I think it's important that people see that you can care, you can interact with the world in the way you want and it's not naive. But to do that, you need options. (Quoted in CNN Living, February 7, 2013)</p>		
<p><b>Leanne Mai-ly Hilgart</b>  I realized that if I could create a business where the process in itself was actually creating positive change, that would be my activism. I started with outerwear because I found being cold was an excuse to wear animal products. I wanted to figure out where I would be needed to make a contribution to the movement so people would no longer need to use products and materials made from animals.... I knew I had to design something that would be innovational for the entire industry. Not using animal fibers was an opportunity to look past what was just good enough to make something truly superior. (Quoted in CNN Living, February 7, 2013)</p>		

