

How can I Get the Mark to Use?

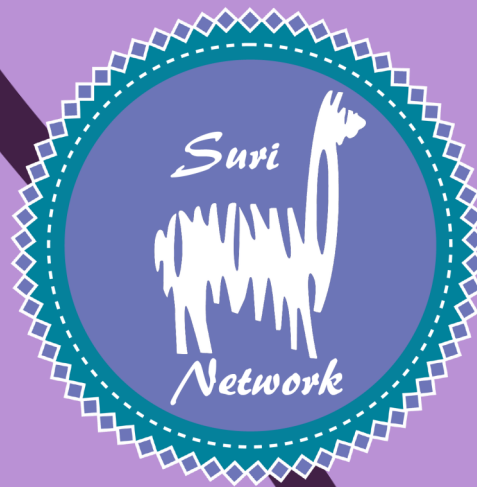
Please visit the Suri Network website to find additional information on the certification program and the application process to use the mark.

<https://surinetwork.org/Suri-Simply-Stunning>



The Suri Network, founded in 1997, is a non-profit organization "dedicated to the preservation of the Suri alpaca"

The Suri Network's purpose is to promote, through education and awareness, interest in Suri alpacas, their fiber, and the growth of the Suri Alpaca industry.



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Suri[®]

SIMPLY STUNNING

A NEW MARK FOR SURI ALPACA FIBER

The Suri Simply Stunning trademark (Mark) was developed and registered by the Suri Network to promote awareness of the unique qualities that distinguish Suri alpacas and Suri fiber products.

The purpose of the Mark program are:

- ◆ to create recognition of Suri as a natural fiber with specific qualities of luster, softness, warmth, and adaptability in a wide variety of products
- ◆ the marketing of member breeding programs, the fiber produced, and promoting high quality Suri products.

The Mark may be licensed for use by members or others who comply with specific requirements necessary to maintain the integrity of the Mark.



SUR
GOLD
CHAMP
FEMALE

Suri Simply Stunning Mark Certification Toolbox

The Suri Network certifies use of the Suri Simply Stunning registered trademark (Mark) through a complete program of certification including an application process, ongoing regulation, and continuous improvement. Use of the Mark represents a shared commitment as stated in the application process. This commitment includes four cornerstones necessary for meeting the goals of the mark program:

- *Suri Breed*—Protect the viability and vigor of the Suri alpaca herd by breeding Suri alpaca males with Suri alpaca females, in line with the current published breed standard.
- *Suri Animals*—Actively manage breeding programs using available quantitative tools and responsible animal husbandry to produce lustrous, uniform fiber.
- *Fiber Harvest*—Harvest, sort, and grade Suri fiber using best practices described in the SURI FIBER HARVESTING CODE OF PRACTICE to maximize yield and commercial use ;
- *Fiber Use*—Promote the inherent qualities of Suri by pursuing the production of consistent high-quality products that best represent Suri fiber.

Suri Network provides and manages a robust toolbox of standards and industry practices to enhance conformance with this commitment. The overall program and the tools included are designed to regulate use of the Mark and certify compliance with the program.

Specifically, the application for use states:

Use of the Mark in compliance with the certification toolbox is encouraged to promote awareness of the unique qualities that distinguish Suri alpacas and Suri fiber products as "Simply Stunning."

The objectives of the program are to create recognition of Suri as a natural fiber with inherent qualities of luster, softness, warmth, and encourage its use to demonstrate value and adaptability in a wide variety of products.




Regulation of Use

- ✓ Annual Application
- ✓ Signed Commitment to Program
- ✓ Audit of Participation in Continuous Improvement
- ✓ Use can be Revoked for Non-compliance

 <h3>Preferred Animal and Fiber Qualities</h3> <ul style="list-style-type: none"> ✓ Suri Breed Standard ✓ Animal Characteristics ✓ Fiber Qualities 	 <h3>Fiber Harvesting and Use</h3> <ul style="list-style-type: none"> ✓ Suri Fiber Harvesting Code of Practice ✓ Protecting fiber quality ✓ Grading and Sorting for consistency ✓ Preparing fiber for product use
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Continuous Improvement

<h4>Animal and Fleece Improvement Tools</h4> <ul style="list-style-type: none"> Suri Herd Improvement Program (SN) Histograms Biopsies Alpaca Owners of America (AOA) Expected Progeny Differences (EPD) Program Fleece Shows Halter Shows <p>(SN) - Suri Network exclusive programs</p>	<h4>Education</h4> <ul style="list-style-type: none"> Suri Symposium (SN) Suri Network Published Resources: <ul style="list-style-type: none"> <i>Fiber</i> <ul style="list-style-type: none"> • Identifying Suri Fiber Characteristics (SN) • Skirting a Suri Fleece for Uniformity (SN) • Shearing And Noodling A Fleece For Competition 	 <h4><i>Animal Care</i></h4> <ul style="list-style-type: none"> • Minimum Standard of Care from the Camelid Community • Evaluating Shorn Suri Alpacas (SN) <h4><i>Using Suri Alpaca Fiber</i></h4> <ul style="list-style-type: none"> • Spinning Suri Alpaca (SN) • Why Knit with Suri (SN)
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