

ELOQUENCE

Lost Art Jewellery by Daniel Sommerfeld
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To; Johanne D'Auray

Re; Marketing of Canadian Diamonds

1) When should a diamond be deemed to "come into being" Why?

A diamond should be deemed "come into being" where and when it is discovered. Diamonds can be differentiated by internal characteristics combined with DNA from where in the world they came from. The Canadian mined, cut and polished diamond guarantees that the process by which it came to market didn't include any form of genocide which in and of itself is good enough reason to seek ownership of these diamonds verses of unknown original origin. To ignore this fact alone is to condone the illegal, criminal and murderous process by which a large percentage of today's gem diamonds are brought to market under the guise of being deemed "come into being" from a place other than the country in which they were mined.

2) What do consumers and trade buyers perceive the terms "Canadian diamond" and "Diamond of Canada" or the equivalent Canadian typical symbols or words to mean?

A recent conversation I had with an American consumer went like this. How is a Canadian diamond different from an American diamond? I asked him; An American diamond? And he immediately understood my point. Canadian diamonds are diamonds that are uniquely found in Canada and the cutting and polishing and marketing them as such ensures their origin and consumers can then for their own reasons to buy such a Diamond. A "Canadian Diamond" means to the consumer that the diamond is mined from Canadian soil and carries with it all the implications of that fact.

3) What are purchasers' expectations when they seek out a "Canadian diamond"? Are they looking for a diamond that is i) mined in Canada; ii) mined, cut and polished in Canada; or iii) cut and polished in Canada?

Quite clearly purchasers' expect to be buying a diamond at the very minimum is mined from Canadian soil and are further intrigued when they realize that the diamond was also cut and polished in Canada knowing that the methods used to bring it to market were both legal and humane. Under the present system of industry practices abroad buying Canadian mined, cut and polished diamonds is a very good way to guarantee genocide free gem diamonds that used legal and humane activities to bring them to market.

3) Is it industry practice to refer to the origin of a diamond, gem or other stone as the place it is mined OR the place it is cut? Provide details.

Origin of a diamond or gem is always referred to as the place where they are mined. Certain cutting centres have a reputation for their typical uniform cutting style and this cut then is referred to as to the location where it was cut and polished, but to the professional this is never

understood to deem the origin of the gem. In the jewellery industry are Gemological Laboratory who not only serve to identify gems and their quality but also to substantiate their origin. This is certainly the case of Cashmere Sapphires, Burmese Rubies, Columbian Emeralds and the Consumer is always demanding what is the origin of specific gemstone "Where is this Stone from?"

I know of no better way to ensure at this time that every diamond of any given size for sale that is deemed "Canadian Diamond" be actually mined, cut and polished in Canada with a certificate to that fact.

The Yogo Sapphire is differentiated from all other sapphires in the world in the fact that they are mined from the host rock (all other sapphires are mined from alluvial deposits), they are only found in a specific area of Montana (differentiating them from Montana sapphires), and that they require no heat treating to bring out the natural blue that exists in these stones. Constitutently these Sapphires are in great demand and fetch a good premium.

I further believe that we as Canadians should take measures to protect the Canadian diamond industry from the infiltration of questionable origin stones deemed "Canadian Diamond" and due to the facts presented would make a "Canadian Diamond" a truly sought after commodity similar to the Yogo Sapphire.

Yours Truly

A handwritten signature in cursive script that reads "Daniel Sommerfeld". The signature is written in black ink and is positioned above the printed name.

Daniel Sommerfeld