

Additional Information about the U.S. Economy, Top U.S. Imports, Sector Websites, and Consumer Good Marketing

1.) U.S. Economy (2007)

- GDP - \$13.78 Trillion
- GDP – per capita - \$45,800
- GDP – composition by sector
 - Services – 79%
 - Agriculture – 1.2%
 - Industry – 19.8%
- Population – 304 million people
- Labor Force – 153.1 million (including unemployed)
- Exports - \$1.148 trillion
- Imports \$1.968 trillion

2.) Top U.S. Imports (2007)

Product	Share (by %)		
1) Mineral fuel, oil, etc.	18.7	14) Iron/Steel Products	1.62
2) Machinery	12.8	15) Toys And Sports Equipment	1.59
3) Electrical machinery	12.7	16) Iron And Steel	1.31
4) Auto, bus & truck vehicles	11.0	17) Aircraft, Spacecraft	1.12
5) Computers & telephones	2.75	18) Salvaged & recycled goods	1.08
6) Pharmaceutical products	2.50	19) Footwear	0.99
7) Precious stones, metals	2.43	20) Rubber	0.96
8) Organic chemicals	2.31	TOTAL	100.0
9) Furniture and bedding	2.09		
10) Auto parts	2.01		
11) Knit Apparel	1.94		
12) Woven Apparel	1.92		
13) Plastic	1.76		

Source: U.S. Department of Commerce, Bureau of Census

3.) Sector-Specific Contact Information for Standards and Regulations

a. Textiles and Apparel

<http://web.ita.doc.gov/tacgi/labeling2.nsf/>

<http://web.ita.doc.gov/tacgi/eamain.nsf/6e1600e39721316c852570ab0056f719/448cd661f648520c8525739a005a725a?OpenDocument>

b. Mining/Marble:

National Mining Association: <http://www.nma.org/>

Contacts:

Moya Phelleps
Senior Vice President, Member Services
Emily Schlect
International Policy Analyst

c. Jewelry:

<http://www.ita.doc.gov/td/ocg/jewelry.htm>

d. Agricultural products:

<http://www.cfsan.fda.gov/list.html>

http://www.usda.gov/wps/portal/!ut/p/_s.7_0_A/7_0_1OB?navtype=SU&navid=LAWS_REG_S

<http://www.foodlabels.com/q&a.htm>

http://www.aphis.usda.gov/import_export/plants/manuals/ports/downloads/fv.pdf

http://www.aphis.usda.gov/plant_health/permits/index.shtml

http://www.aphis.usda.gov/import_export/plants/plant_imports/index.shtml

e. General Standards Information:

The American National Standards Institute (ANSI) can provide contact information for U.S.-domiciled standards developing organizations in the product sectors of interest.

<http://www.ansi.org/>

National Institute of Standards and Technology:

<http://ts.nist.gov/measurement-services/referencematerials/index.cfm>

<http://www.nist.gov/>

For consumer goods requirements, including jewelry, contact the **U.S. Consumer Product Safety Commission**

<http://www.cpsc.gov>

Also, the Import Safety Working Group will soon release a guide on Good Importer Practices that is intended to provide general recommendations to importers on possible practices and procedures they may follow to increase the likelihood the products they import are in compliance with applicable U.S. requirements and safe. This should be announced in the Federal Register before the end of the year.

F: Generalized System of Preferences (GSP) Program

What is it?

[http://www.ustr.gov/Trade_Development/Preference_Programs/GSP/GSP_Program_Summary_\(available_in_multiple_languages\)/Section_Index.html](http://www.ustr.gov/Trade_Development/Preference_Programs/GSP/GSP_Program_Summary_(available_in_multiple_languages)/Section_Index.html)

http://www.ustr.gov/assets/Trade_Development/Preference_Programs/GSP/asset_upload_file_666_8359.pdf

Which exports are eligible to enter the United States duty-free under GSP?

http://www.ustr.gov/Trade_Development/Preference_Programs/GSP/2007_GSP-Eligible_Products/Section_Index.html

Which handicrafts are eligible for GSP duty-free treatment?

http://www.ustr.gov/assets/Trade_Development/Preference_Programs/GSP/2007_GSP-Eligible_Products/asset_upload_file873_13439.pdf

Guide to Internet resources on the GSP Program

[http://www.ustr.gov/assets/Trade_Development/Preference_Programs/GSP/GSP_Program_Summary_\(available_in_multiple_languages\)/asset_upload_file231_14708.pdf](http://www.ustr.gov/assets/Trade_Development/Preference_Programs/GSP/GSP_Program_Summary_(available_in_multiple_languages)/asset_upload_file231_14708.pdf)

G. The Market for Handicrafts and Other Artisanal Goods

Summary

This information explores several important marketing options available to artisans:

- Being sponsored or accepted by organizations called “Fair Trade Organizations,” which seek to link artisans to buyers;
- Contacting other organizations that assist artisans;
- Exhibiting at an international craft show;
- Developing an online website to sell goods directly to consumers; and
- Exporting handicrafts and other artisanal products to the United States duty-free under the Generalized System of Preferences (GSP) program.

To market goods internationally, artisans have several options: be sponsored by a Fair Trade Organization (FTO), exhibit their crafts at an international trade craft show, and/or independently develop an online portal to sell goods directly to consumers. The last two options, participating in international craft shows and creating an online web catalog, are both increasingly possible as internet cafés expand to more regions around the world. In addition, certain handicrafts and other artisanal items can be exported duty-free to the United States under the U.S. Generalized System of Preferences (GSP) program.

Fair Trade Associations (FTOs)

The first option of being sponsored by an organization is the most desirable in terms of the help received by the artisan. FTOs invest in artisans and provide them with a means to reach international markets. In addition, many FTOs offer business consulting services, marketing services, and technical assistance.

FTOs are certified by the U.S. Fair Trade Federation (FTF) or the International Federation for Alternative Trade (IFAT) in an effort to promote fair trade standards. Fair Trade organizations seek to help artisans in developing countries become self-sustaining by serving as a bridge to international markets, paying the artisans a fair wage, ensuring healthy and safe working conditions, and building long-term business associations with buyers. These organizations may sell the crafts in an online catalog or a mail-order catalog, link the artisans to wholesale retailers, or sell the artisans’ goods through volunteer sellers at craft fairs. Each FTO becomes involved with artisans to a varying degree—some merely act as a distributor, while others additionally provide business and marketing training.

International Federation for Alternative Trade (IFAT): Based in the United Kingdom, the International Federation for Alternative Trade was established in 1989. Today, IFAT is a coalition of more than 350 FTOs from over 70 countries. Approximately 65% of those members come from impoverished areas of Asia, the Middle East, Africa and South America, while the rest are based in North America and Europe. In 2004, FTO launched FTO Mark in 2004 at the World Social Forum in Mumbai, India to identify registered fair trade organizations worldwide. Over 150 organizations have registered, including Oxfam, PeopleTree, the Network of European World Shops and Cafédirect. The FTO Mark is available to all IFAT members who meet the requirements of the IFAT Standards and Monitoring System. IFAT's Registration Sub-Committee oversees this procedure and makes its recommendations to the IFAT Executive Committee. The FTO Mark is not a product label. All International Federation for Alternative Trade members can be found at www.ifat.org

To further improve its work, IFAT has developed regional associations dedicated to promoting FTOs in specific localities. These regional associations, including the **Cooperation for Fair Trade in Africa (COFTA)**, the Asia Fair Trade Forum (AFTF), the International Federation for Alternative Trade—Latin America (IFAT—LA), and the European Fair Trade Association (EFTA), collect information on FTOs these specific regions.

www.ifat.org
30 Murdock Rd.

COFTA: www.catgen.com/cofta
AFTF: www.catgen.com/aftf

Bicester UK
OX26 4RF
association.org

IFAT—LA: www.ifat-la.org
EFTA: [www.european-fair-trade-](http://www.european-fair-trade-association.org)

Tel: +44(0)1869 249 819
Fax: +44(0)1869 246 381
Email: info@ifat.org.uk

Other Organizations Assisting Artisans:

Aid to Artisans (ATA) (www.aidtoartisans.org): Aid to Artisans is an FTO which provides assistance to artisans in developing regions. Though not a retail operation, ATA works to help the artisan in every step of the process of product development and design, business development, market entry, and building a relationship with clients. To help artisans develop business skills, ATA matches the artisans with international and local consultants who work directly with the entrepreneurs to make their products market-ready. ATA then exhibits artisan products at trade shows in major cities to recruit importers and large scale retailers. ATA also hosts buyers' trips to the countries in which they work, in hopes that these connections will lead to lasting business associations. Artisans working with ATA have sold their products through retail chains such as Neiman Marcus, Crate & Barrel, and Saks Fifth Avenue, mail order catalogs such as Smith & Hawken, and magazines and newspapers such as Elle Décor, House & Garden, and The New York Times Magazine.

Aid to Artisans invite artisans to apply to work with ATA by contacting Mary Cockram at the email address below.

331 Wethersfield Avenue
Hartford, CT 06114 USA
Tel: +1 860-947-3408; Fax: +1 860-947-3350
Email: mary_cockram@aidtoartisans.org

Global Exchange (www.globalexchange.org): Global Exchange works primarily with a network of fair trade importers who are members of the Fair Trade Federation, TransFair and other certification groups but also purchases crafts directly from producer groups in many regions of the world. To sell products on Global Exchange, criteria includes:

- * Whether or not it is a Fair Trade group, based on Fair Trade criteria
- * Whether or not they feel the merchandise will sell (based on quality, style, etc.)

Groups who sell products to Global Exchange Fair Trade Stores are either Fair Trade Federation members, Transfair certified, or carefully screened through their vendor form to ensure that they qualify as Fair Trade. Each store does its own buying independently. Decisions are made on a case-by-case basis by the buyer at each individual Global Exchange store. More information, including the potential vendor page, can be found online at: <http://store.gxonlinestore.org/aboutus.html#producers>.

The Crafts Center at CHF International (www.craftscenter.org): Unlike other organizations, the Crafts Center neither personally sponsors artisans nor markets artisans' work for purchase. Instead, the Crafts Center has developed an online international network of artisans, resources, and buyers. In order to become a member of the database, artisans must sign up online and pay \$50. In exchange, the Crafts Center offers a wide variety of services, including, most importantly, access to services such as product design, business development, and marketing training, and many connections with potential buyers. The Crafts Center acts as an informational and support organization only, working to give artisans the necessary

connections to access the global market. Since 1986, they have worked in more than 55 countries.

To become a member, visit www.craftscenter.org/join/join_member.cfm. Or contact:
8601 Georgia Avenue, Suite 800
Silver Spring, MD 20910
Tel: +1 301-587-4700; Fax: +1 301-587-7315
Email: craftscenter@chfinternational.org

Novica (www.novica.com): Based in Los Angeles and partnered with National Geographic's for-profit wing, Novica seeks to act as a direct sales agent for artisans worldwide. In order to act as a bridge between artisans and their potential customers, Novica has compiled the work of over 2,000 artisans worldwide in an online retail catalog. Though Novica is a business, it does not charge the individual artisans for listing their items on the website. The artisans also remain fully independent, and are free at any time to raise prices, lower prices, or remove items from the catalog. Because Novica purchases from the artisans directly, much of each purchase goes to the artisans instead of long strings of middlemen.

Novica welcomes the application of work from new artisans, and suggests that artisans contact them through the email below:
11835 W. Olympic Blvd. Suite 750E
Los Angeles, CA 90064
Tel: +1 310-479-6685; Fax: +1 310-479-7246
Email: newproducts@novica.com

SERRV International (www.agreatergift.org): SERRV International, a founding member of IFAT, has worked for over 55 years through its A Greater Gift program to promote the social and economic progress of artisans in developing regions of the world. Through an online catalog as well as a mail-order catalog, SERRV markets the artisans' products according to fair trade principles. In addition to purchasing and marketing the artisans' work, SERRV seeks to educate consumers in the U.S. about importance of supporting artisans in developing nations, and, whenever possible, SERRV provides assistance to artisans through product design, training, information, technical assistance and market access. In order to support the artisans' ongoing work, SERRV offers each craftsperson up to 50% advance payment on orders. This advance may then help the artisans purchase raw materials and have a more regular income. Over the years, SERRV has worked with thousands of small-scale artisans in Africa, Asia, and Latin America through 90 community-based organizations in 34 countries. SERRV has also partnered with the *Lutheran World Relief Fair Trade Handcraft Project (www.lwr.org)* on a special chocolate project.

SERRV accepts applications to become an artisan partner through contacts with Producer Relations Coordinator Susan Chase:
Tel: +1 608-255-0440; Fax: +1 608-255-0451
Email: selizabethchase@cs.com

Ten Thousand Villages (www.tenthousandvillages.com): As another founding member of the IFTA, Ten Thousand Villages has supported the work of tens of thousands of artisans in over 30 countries since its founding in 1946. Ten Thousand Villages currently purchases and markets the products of over 100 artisan groups from 30 countries around the world through its website, 160 retail stores across North America, and many local craft fairs. However, Ten Thousand Villages is hesitant to begin new associations with artisans for fear of compromising already existing relationships. Groups are welcome to send Ten Thousand

Villages their contact information, though, as well as photos of their products with a letter stating how the artisan group was established. The information will be kept on file for future opportunities, but do not send sample products due to limited storage facilities.

Attn: Purchasing Department

P.O. Box 500

704 Main St.

Akron, PA 17501

Tel: +1 717-859-8100; Fax: +1 717-859-2622

World of Good (www.worldofgood.com): Based in California, World of Good currently sells the work of 134 artisan groups through its online catalog and at kiosks in retail stores throughout the United States. After World of Good receives an order, it immediately makes a 0% interest loan for 50% of the order to the artisan, and then pays the balance of the order when the product lands. In this way, the loan can provide for the production of the work so the artisan does not have to borrow money to complete the project. World of Good also provides technical assistance and market feedback to artisans in order to ensure that the artisans' work is always improving. World of Good also dedicates itself to long term commitments in order to create sustainable incomes for artisans. In addition, 10% of all sales go to World of Good's non-profit arm, World of Good: Development Organization, which focuses on strengthening fair trade standards in the U.S. World of Good accepts online applications from artisan organizations at www.worldofgood.com/suppliers, and is happy to receive additional information, brochures, promotional materials, and product pictures or samples at the address below.

Merchandising and Sourcing

World of Good

5900 Hollis Street, Suite X

Emeryville, CA 94608

Tel: +1 510-528-8400; Fax: +1 510-528-8440

Email: info@worldofgood.com

World Shoppe (www.world-shoppe.com): World-Shoppe is an online retailing company that sells products sourced from various fair trade companies and organizations. They have a wide array of products from home and kitchen accessories to children's toys. The fair trade organizations that World-Shoppe currently works with source products from artisan groups in Ghana, Morocco, Peru, India, Kenya, Vietnam, Indonesia, and Cambodia.

International Craft Shows

Some artisans without affiliations to a FTO participate in international craft trade fairs to showcase their products to export markets. Craft shows come with the additional advantages of audience concentration, face-to-face communication, the opportunity to assess the competition, and the chance to become acquainted with new business partners. Without a local partner or agent that the craft-maker can use to distribute stock, such as a FTO, direct marketing is also not usually practical for the craft product seller. Craft trade fairs can then bring artisan entrepreneurs into direct contact with a targeted business agent or distributor who might subsequently take on the role of marketing for the craft business.

To find an up-to-date list of international craft shows, go to:

www.intracen.org/creativeindustries, click "Business Information" on the left sidebar, and then look under "Trade Promotion Events" to select "Selected International Craft Trade Fairs."

Making Connections through the Internet

PEOPLink, a non-profit organization based outside of Washington, DC was founded to guide artisans from all over the world in the process of designing their own websites and online catalogs. Through a platform called CatGen (for “catalog generator”), PEOPLink has helped over 200,000 artisans participate in e-commerce. CatGen enables any small business or organization to create and maintain their own web catalog, and then all of the catalogs are collectively made into one online marketplace. PEOPLink also provides ongoing technical support to each artisan to maintain their website, update information, and provide guidance on pricing, logistics, payment, and distribution. The artisan groups remain fully independent at all time, but using CatGen requires a minimum fee of 100\$/year. To find out more information on how to make your own online web catalog, go to www.peoplink.org.

eBay has a new marketplace called Project Good, launching in late 2007, that aims to be the online destination for socially conscious shopping where consumers can blend their personal values with their purchasing power to foster positive change around the world. From hand-crafted jewelry, apparel and furnishings to coffee and chocolate, Project Good will have thousands of unique, sustainable products that are people and planet positive. Members and products verified by a “Trust Provider” are eligible to sell their products with eBay. The Crafts Center is one of eBay’s Trust Provider and by joining the Crafts Center as a member, the Center can nominate a group of artisans to sell its products online on Project Good.

Guide to Making a YouTube Video

In terms of making use of YouTube to help artisans market their products, the basic process requires that one either make a video of your product and you (using a phone or camcorder) or putting together photographs and text that talk about you, your family or community, and your handicrafts so that potential buyers get interested in building a relationship with you and your work. Once you prepare this information, you can upload it to a computer with an internet connection (using a USB cable and port, a FireWire port, or by creating a DVD) to the YouTube Site. For some basic instructions and tips on using YouTube; which is a new and effective international marketing tool, go to:

[http://www.ustr.gov/assets/Trade_Development/Preference_Programs/GSP/GSP_Program_Summary_\(available_in_multiple_languages\)/asset_upload_file740_15079.pdf](http://www.ustr.gov/assets/Trade_Development/Preference_Programs/GSP/GSP_Program_Summary_(available_in_multiple_languages)/asset_upload_file740_15079.pdf)