

Definitions of Craft and Giftware Department of Jobs, Growth and Rural Development

For the purpose of defining the clients with which JGRD Craft Specialists work:

Craft

The craft sector is comprised of individuals involved in the design, production and marketing of products that bear the distinctive 'hand of the maker' and where the craftsperson maintains direct control over hand, tool and machine operations used in the production process. Craftspeople employ medium-specific technical skills to significantly transform raw materials into finished products.

The term "craft" is often used to describe the family of artistic practices that are traditionally defined by their relationship to functional or utilitarian products or by their use of natural materials including clay, glass, wood, metal, fabric and fibre. However, contemporary craft has evolved to also include craft-based art, which leans towards the less functional and more decorative works and the use of new materials and processes, including recycled materials.

Craftspeople/craft artists work primarily in a studio setting, either alone or in a small cluster of skilled individuals, employing both intellectual and technical innovation and mastery with a strong emphasis on personal expression and/or cultural content. They primarily engage in small volume production due to the nature of their work.

Professional craftspeople make their work to generate an income on a regular basis and may operate as either full-time or part-time businesses. Hobbyists make work primarily for personal pleasure and occasional sale but do not intend to commit to it as a business/profession.

Given its economic and business development mandate, JGRD focuses its services and programs on the professional craft sector (including those intending to become part of the professional sector) and does not deliver services and programs to hobbyists.

Craft products are defined as products that meet **all** of the following criteria:

- The craftsperson maintains direct control over or oversees all hand, tool and machine operations in making the product;
- Products are produced in Newfoundland and Labrador;
- Products are the original design of the craftsperson or a skillful adaptation of a traditional design;
- Products show significant transformation of the raw materials used through the application of excellent technical skills on the part of the craftsperson;
- The craftsperson uses high quality materials that are appropriate to the function of the product;
- Products display unique and distinctive characteristics of design and presentation.

Giftware

The giftware sector is comprised of individuals involved in the design, production and sale of consumer products that fall outside the definition of craft. Giftware can be handmade but in some instances may be commercially manufactured.

The Department of Jobs, Growth and Rural Development works with the segment of the giftware sector where local producers are the original designers of the products, and the products are well-made using high quality materials. Giftware products are produced in Newfoundland and Labrador wherever possible. Any product which is commercially manufactured, including art reproductions, is automatically considered to be giftware. **Giftware** products must meet **all** of the following criteria:

- The product is the original design of the producer or commissioned by the producer for their exclusive use. Products using commercially available patterns, molds or components must demonstrate a very high level of overall design contribution from the producer such that the product does not rely on the pattern, mold or components for its main design elements;
- The product is specifically designed and made to be sold in the giftware market;
- The products are produced in Newfoundland and Labrador wherever possible. In limited cases products produced outside the province may be considered, however all design and marketing of the product line must be based in the province;
- Products are well-made and use high quality materials.

Food

A **food product** may be considered a craft product or a giftware product depending on which of the preceding criteria it best fits (which will be determined at Product Review). In either case, the following **additional** criteria apply to food products. The ingredients used must be all single, raw ingredients (no commercial mixes);

- The product must be produced in Newfoundland and Labrador and the producer maintains direct control over all stages of production;
- The product is professionally packaged and branded for the craft or gift market (no supermarket type products);
- It has a connection to Newfoundland and Labrador through either the use of local ingredients or the use of a traditional recipe associated with the province (applies to consideration of a food product as craft).

For all products, whether craft or giftware, it is the responsibility of the producer to ensure and to demonstrate that products meet all applicable government regulations.

Ineligible Products

The following products are not eligible for consideration under the department's definitions of craft or giftware:

- Products incorporating "Newfie Joke" or demeaning characteristics (i.e. Square rolling pins, mugs with handles inside, etc.)
- Products made from commercially purchased kits
- Products made by simply repackaging bulk contents

- Products made using materials and techniques normally associated with hobby activities (i.e. plastic canvas, scrap-booking, paper tole, decoupage, etc.)
- Products incorporating the copyrighted designs of others (i.e.: Disney characters, etc.) unless the producer can prove they have a license from the copyright owner to use the designs
- Products using clip art or public domain images/wording
- Taxidermy
- Resale products. These are products designed, manufactured and sourced from outside the province and brought in to be resold. The re-seller has had no involvement in the design or production of the products.