

Definitions of Craft and Giftware

Department of Business, Tourism, Culture and Rural Development Sector Activities

For the purpose of defining the clients with which BTCRD's 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.

The craftsperson makes their products with the intention of selling them to generate an income and operates as a business. BTCRD does not deliver services and programs to hobbyists who do not intend to pursue their craft as a business.

Craft can range from traditional to contemporary, from one-of-a-kind fine craft to production craft, and from functional to decorative. A variety of mediums can be represented including the core media such as bone, clay, fibre/textile, glass, grass, metal, stone, and wood, as well as new mediums which may evolve over time.

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

- The craftsperson maintains direct control over or oversees (in the case of cottage industry production models) all hand, tool and machine operations used in the production process;
- 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 / ingredients 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 – Applies to non-craft products under consideration.

Giftware products are those which do not meet the criteria to be considered a craft product. Any product which is commercially manufactured, including art reproductions, will automatically be considered as 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 / ingredients.

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 all 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 using "Newfie Joke" type 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, Angry Birds, 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.