

Definitions of Craft, Gift & Apparel

For the purposes of determining eligibility for the craft sector programs the following definitions are used for **craft, gift and apparel products**. Specific eligibility limitations under the Craft Industry Development Program (CIDP) are noted.

Craft

Craft can encompass a wide range of products, from traditional to contemporary, from one-of-a-kind fine craft to production craft, and in a variety of mediums. Mediums could include the core media such as bone, clay, fibre, glass, grass, metal, stone, and wood, as well as new mediums which may evolve over time.

For the purposes of the program **craft** products are defined as products which meet all of the following criteria:

- Are the original design of the craftsman or an adaptation of a traditional design; and
- Demonstrate excellent technical skills and show significant transformation of the materials used; and
- Use high quality materials that are appropriate to the product; and
- Display unique and distinctive characteristics of design and presentation; and
- Are sold primarily in craft or gift shops, in galleries, at craft fairs or by commission.
- The craftsman maintains direct control over all hand, tool and machine operations used in the production process.

Gift

For the purposes of the program **gift** products are defined as products which meet all of the following criteria:

- Are the original design of the craftsman or an adaptation of a traditional design; and
- Are an extension of the craftsman's original product line; and
- Are commercially produced in quantity and may use materials other than the original medium; and
- Are well-made, using high quality materials; and
- Are produced, where possible, in Newfoundland and Labrador. If production is carried out in an out-of-province facility, it must be demonstrated that the capacity, expertise and/or viability to produce the product does not exist within the province. Where production takes place outside the province CIDP support will be limited (see CIDP criteria for specific support limitations); and
- Are sold primarily in craft or gift shops.
- Eligibility Limitations:
 - Commercially reproduced artwork and photography (ie: posters, note cards) which demonstrate that the maker has a thorough

understanding of design theory and practice, a distinct personal style and a high level of skill in the original medium, are eligible for funding under the Market Development component **only** of CIDP.

- Ineligible Products:
 - Products: made from commercial kits or purchased molds; made solely by assembling purchased or found objects, or by simply repackaging bulk contents with no transformation by the producer; made using materials and techniques normally associated with hobby activities (ie. Plastic canvas, scrap-booking, paper tole, paper quilling, tole painting, etc.); incorporating clip art or public domain images/verses;
 - Products that are actually supplies used in the making of other products.
 - Music or video recordings;
 - Literature - commercially produced books, magazines, etc.;
 - Taxidermy.

Food as gift: A food product may be considered an eligible **gift** product, provided that:

- 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; and
- The ingredients used are all single, raw ingredients (no commercial mixes); and
- It is produced in the province; and
- The producer maintains direct control over all stages of production; and
- The product would normally be sold in a craft/gift shop rather than a supermarket and is professionally packaged and individually branded for the gift market; and
- The product meets all appropriate government packaging and labeling regulations and necessary licensing has been obtained. It is the responsibility of the producer to ensure and to demonstrate that all appropriate regulations are met.

Apparel

For the purposes of the program **apparel** is defined as products which:

- Are clothing, headwear, hand wear, footwear, and related accessories for the individual consumer; and
- Are the original design of the producer, or an adaptation of a traditional pattern. Apparel produced from commercially available patterns is not eligible unless the producer can demonstrate that the base pattern is so neutral as to have no influence on the overall aesthetic of the finished piece; and

- Are produced, where possible, in Newfoundland and Labrador. If production is carried out in an out-of-province facility, it must be demonstrated that the capacity, expertise and/or viability to produce the product does not exist within the province. Where production takes place outside the province CIDP support will be limited (see CIDP criteria for specific support limitations); and
- Would normally be sold in specialty fashion boutiques, craft or gift shops.