

# FAIR TRADE CREATES THE RIGHT CLIMATE



Arts & Crafts from  
Madagascar with respect for  
environment, people and tradition.

[www.la-maison-afrique.se](http://www.la-maison-afrique.se)

FAIR TRADE



# European Fair Trade campaign 2009: Fair Trade creates the right climate

## Campaign postcards with La Maison Afrique producers



### Hats of sisal and mountain grass

#### Producers:

Sisal products made by women of the Malagasy countryside (around the village Behenjy) have been part of La Maiso Afrique's assortment since 1997. In addition to sisal hats, the women also deliver bags and spa-products of sisal, baskets and hats of mountain grass (Haravola).

The women in Behenjy have learnt the craft from earlier generations. They keep it alive both as a cultural heritage and for earning a monetary income to complement the self-sufficiency agriculture. It is not known exactly when it started, but probably the village women group making and selling crafts has existed for at least 50 years. At present there is 16 women making the crafts on a regular basis. If they receive large orders more people from the village participate in the work (up till 30 persons, also men).

#### Production process:

The women in Behenjy pick wild growing sisal and mountain grass (Haravola) in the surrounding. The preparation of the material is entirely manual. Only some water is needed to wash the sisal fibres after extraction from the leaves. The tread is twined by hand. The mountain grass is sun dried.

If other colour than the nature white is requested, dying is made with ÖKO-TEX certified dyes. The sisal hats are crochet, the mountain grass hats are plaited.

#### Transport:

The hats are shipped by sea from Madagascar to Sweden. The use of packing material is at a minimum.

#### Summary: How the handmade hats make good product examples in the Fair Trade creates the right climate campaign.

##### Economic climate—Social climate—Ecological climate

#### A) Better economic climate

The hats are products with a **maximal value added** for the women at Behenjy; from local wildgrown sisal leaves to readymade hat. This is of large importance not only for the individual producer, but also the nation as a whole.

**New products** based on sisal are developed based on own ideas or from suggestions from e.g. La Maison Afrique's customers.

The development of new additional products makes the income for the producer more stability. The women also sell their products directly to consumers on Madagascar. To have **both an export and a local market** is a factor that further improves the economic stability and security for the producer.

#### B) Better social climate

**Monetary income that complements the self sufficiency agriculture** is necessary for buying clothes, schoolbooks, soap, salt, kerosene etc incl food (when the own harvest is not sufficient) is **earned through cooperation within the village**. Peoples survival is a prerequisite for a good social climate...

The production of the hats is started and managed **by the women themselves and on their terms**. This gives them **excellent power over their situation** and makes them being exemplary models to women... all over the world.



**RÄTTVIS HANDEL**  
FÖR ETT RÄTTVIST KLIMAT

### The context

Madagascar is - in economic terms- one of the poorest countries in Africa. Malnutrition is widespread, cyclones are yearly devastating parts of the country. However, Madagascar has a rich culture and considering the economic situation, very well educated population. In addition, this large island has a unique and rich flora and fauna witch it is of outmost importance to protect..

La Maison Afrique FAIR TRADE AB is a certified Fair Trade organization and a member of the World Fair Trade Organization. Since 1995 working in close cooperation with traditional, small scale craft producers on Madagascar. The most important support to the craft producers is interest free loans, export administration and regular orders within the framework of a long-term commitment to cooperation. The protection of the environment is of outmost important for choice of material and production. Only local sustainable natural materials or waste (for recycling) are accepted. The production is small scale and environmentally friendly. All products are shipped by sea from Madagascar to Sweden.

La Maison Afrique focuses on value added products, does not trade with raw materials. In the colonial trade Africa was the supplier of raw materials. La Maison Afrique works for change.

**C) Better ecological climate**

The material grows locally and sustainable where the artisans live. It grows **without herbicides, pesticides or irrigation**. The production process is **small scale and environmentally friendly**. From the picking of the sisal leaves/mountain grass to readymade hat, the process is **entirely manual**. Only a small amount of water is needed to wash the fibres after being extracted from the sisal leaf. The production **keep a traditional craft making alive**.

If dyeing, this is done with **ÖKO-TEX certified dyes**.

The hats are **shipped by sea** from Madagascar to Sweden. A minimum of packing is used.

Products from the women in Behenjy				
Art nr	Article	Description	Size	
25	Hats		Adult size= 56-60	
256	Chapeau Sisal	Hat made of crochet sisal. Supple. Small, curved brim. Colours; Naturewhite, Navyblue, Jeansblue, Violet, Khakigreen, Chestnut.	Adult	
2525	Chapeau Haravola	Hat plaited of mountain grass (Haravola). Flat crown, flat brim 9cm. Naturgreen	Adult	
21	Baskets			
2114	Basket XGM Plaited squares Leather handles.	Large basket plaited of a combination of mountain grass (Haravola) and raffiapalm leaves. Leather handles. Colours: Naturegreen haravola with pattern in Naturewhite, Navyblue, Caramel or Khaki colored raffia.	H=35cm W=50cm	
22	Small, practical bags			
229	Spa-bag	Spa-bag made of macramé-tied sisal. Wooden knob for closing. Naturewhite	D=26cm W=22cm	
24	Hand bags and shoulder bags			
2452	Shoulder bag "Spider net"	Shoulder bag made of macramé-tied sisal. Colours; Naturewhite, Jeansblue, Chestnut, Mossgreen. Two-coloured; Blue/naturewhite, Chestnut/naturewhite	D=31cm W=28cm	
2453	Shoulder bag "Kenya"	Shoulder bag made of tied sisal. Button to close. Colours: Navyblue, Jeansblue, Mauve	D=25-30cm W=24cm	

## Hats of sun dried raffia palm leaves

### Producers:

The producers are six sisters who together, based on family traditions, design and make hats of sundried raffia palm leaves. The sisters come from a location on the countryside well known for basketry art traditions Fandriana. They now live in Antananarivo. This in order to find market for their products.

### Production process:

The raffia palm thrives on Madagascar's hot and humid coasts. Its sun dried leaves are used in various ways in Malagasy craft making, e.g. woven since the 1860'ies. The sisters both use the dried leaves as they are for plaiting hats, or woven for sewing hats. The weaving of raffia is done in another location, Andramasina, where this particular craft gives necessary income for complementing self-sufficiency agriculture on poor soil. Andramasina is also, due to extremely bad road, a location that is difficult to reach. However, due to long term cooperation, it has been possible to organize with dying using ÖKO-TEX certified dyes and weaving also here.

### Transport:

The hats are shipped by sea from Madagascar to Sweden. The use of packing material is at a minimum.



**Summary: How the handmade hats make good product examples in the Fair Trade creates the right climate campaign.**

**Economic climate—Social climate—Ecological climate**

#### *A) Better economic climate*

The hats are products with a **high value added** for the sisters, and for **maximal value added for the nation**: from wild grown sun dried palm leaves to readymade hats. **New hat models** are constantly being developed by the sisters and families. The development of new additional products makes the income for the producer more stability. The women also sell their products directly to consumers on Madagascar. To have **both an export and a local market** is a factor that further improves the economic stability and security for the producer.

#### *B) Better social climate*

The weaving of the raffia palm leaves gives **monetary income that complements the self sufficiency agriculture in a particularly poor area on Madagascar**. This is an income **earned through cooperation within the village**. The production of the hats is **managed and run by the sisters their families**. This gives them **excellent power over their situation**.

#### *C) Better ecological climate*

**The material** grows on Madagascar the artisans live. It grows **without herbicides, pesticides or irrigation**. The **production process is small scale and environmentally friendly**. From the picking of the raffia palm leaves to readymade hats, the process is **manual**. The raffia palm leaves are sun dried. The production **keep a traditional craft making alive**. If dying, this is done with **ÖKO-TEX certified dyes**. The hats are **shipped by sea** from Madagascar to Sweden. A minimum of packing is used.

Hats from the sisters in Antananarivo				
Art nr	Article	Description	Size	
25	Hats		Adult size= 56-60	
255	Chapeau Bob	Hat à la 20-ies: Made for avant-garde women with "bobbed" hair. Sewn of woven raffia. Small (6cm) downturned brim. Large bow at the side. Colours; Naturewhite, Navyblue, Lavenderblue, Grey, Black	Adult	
259	Chapeau Bonny	Hat sewn of woven raffia. Small (7cm) upturned brim. Colours: Naturewhite, Red, Navyblue, Black	Adult	
2516	Chapeau Capeline	Hat with extremely broad (19cm), slightly upturned brim. Made of woven raffia fibres. Colours; Naturewhite, Navyblue, Bordeaux, Black.	Adult	
2517	Chapeau Madame Ly	Hat plaited of raffia. Brim 12cm Colours; Naturwhite, Navyblue, Jeansblue, Bordeaux, Red, Violet.	Adult	
2518	Chapeau Madame Ly Rary	Hat plaited of raffia. Brim 12cm, which on this hat has been plaited into a net "rary". Colours; Naturwhite, Navyblue, Bordeaux, Red, Violet, Black.	Adult	
2519	Chapeau Dentelle	Hat plaited of naturewhite raffia. Brim 11-13cm with the edge plaited into a "lace" (Fr Dentelles). Beautiful, romantic summerhat!	Adult	

