

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	