

African baskets at a fair price ... & Fair Trade

It's another day at Baskets of Africa, and a new shipment of brightly colored African baskets has arrived. These are the uniquely woven and brightly colored Zulu telephone wire baskets. They join the South African lidded ukhambas, the Swazi sisal baskets, the Zimbabwe Binga baskets, the sturdy Ghana market baskets, the delicately beaded Kenyan nested baskets, and countless others.

The underlying philosophy of Baskets of Africa is simple—provide beautifully woven, high quality African baskets at a fair price.

While these criteria provide a framework of operation, it is the stories that come from the African weavers themselves that truly guide Baskets of Africa. Ben, a Zulu man who weaves intricately designed wire baskets, describes how weaving has changed his life. "I use the money from weaving to buy food, clothing, schooling for the kids, building better housing and buying furniture. It enables me to work while still being with my family."

In the beginning, Baskets of Africa worked with less than 100 weavers in South Africa. After 7 years, Baskets of Africa now works with thousands of weavers in twelve African countries. The income provided by Baskets of Africa pays for the support of not only the weavers, but their families and extended families, as

As a member of the Fair Trade Federation (FTF), Baskets of Africa follows the fair trade guidelines, which include:

- **Providing fair wages in the local context,**
- **Providing equal opportunities for all people, particularly the most disadvantaged,**
- **Building Long-term trade relationships**
- **Providing healthy and safe working conditions within the local context.**

well. These weavers can now pay for food, education, medical care, fertilizer and seed for fields, and funds for other business start-ups (such as the purchase of a goat or a chicken). In addition to the income, weaving baskets gives the artists a creative outlet that strengthens and preserves their culture and extended families.

The "people first" philosophy is found throughout all operations of Baskets of Africa. It is a family owned and operated business. Owner Cael Chappell, with over 17 years of experience of working with African arts and crafts, is dedicated to providing the highest quality of customer service. While he is often joined by his family, Cael works hard to personally fulfill every order placed by his customers. He personally selects each basket, then packs and ships each order. All the while, he strives to maintain low costs without sacrificing quality. He maintains close personal contact with the weavers in Africa, understanding the importance of nourishing the relationships that he has cultivated over many years. His years of experience of working in Africa, directly with local artists, have taught him the importance of understanding the cultures with which he is working. His goal is to share something of that culture's story with the people who choose to bring the baskets into their homes.



Baskets of Africa



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Fair Trade. Family Owned and Operated.

- We work with artisan groups in a dozen African nations
- We encourage baskets of originality, creativity & quality
- We provide financial stability and success for weavers

We offer highest quality,
uniquely handwoven
African baskets that
make a difference
in weavers' lives!

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