

(Carl Richards - Narrator) Indigenous populations around the world possess complex cultural heritages that have captured the imagination of millions of people around the world. The creation and sale of arts and handicrafts, our modes for Indigenous populations to rebuild and maintain their cultural identity through the distribution of authentic products. Interest in Indigenous cultures has created a global marketplace for the marketing of Indigenous tourism, arts, and handicrafts.

What many consumers don't realize is that the production and sale of authentic Indigenous handicrafts is a necessary tool for breaking cycles of socioeconomic hardship. Indigenous cultural handicrafts, such as jewelry, textiles, and art, are being sold in tourist regions throughout North America and the rest of the world. In recent years, authentic Indigenous producers have begun to push back to reclaim their place in the market, and consumers have taken notice. It's important for consumers to look closely at the products they're buying and what the company's values are. Indigenous businesses who produce authentic products want consumers to make sure they're getting what they pay for. (Kat Pasquach) I want people to know that they can come to us for authentic Indigenous work. That was really the takeaway of everything that I was doing because there's cultural appropriation happening and people not really seeing the difference between that and cultural appreciation when they're re-creating Indigenous artworks. It was important to have those stories with the people who knew Culture Shock and continue to educate people along the way so that they know that when they're coming to our business, that they are getting exactly what they're looking for. (Carl Richards - Narrator) As consumers, we assume these items to be authentic and that our purchase of that would benefit the owner in some way. Over the years, an entire market segment has developed where inexpensive, inauthentic, and mass-produced items are being marketed as Indigenous. The production and sale of Indigenous-themed arts and crafts by non-Indigenous companies is considered an appropriation of culture.

In many parts of the world and Canada, the appropriation of Indigenous themes has been commoditized as a means for capitalizing on the marketability of the "other."

As a result, appropriation has led to a mass production of Indigenous culture, which has negatively affected authentic Indigenous producers. The labor and cultural authenticity that go into genuine Indigenous products are the elements that represent the perceived value for customers. Consumers need to understand that the time, effort, and cultural expertise that go into authentic Indigenous products are why they demand higher prices. (Kat Pasquach) I had often seen my grandmother selling her moccasins way under value. And I knew that we could get a better price for her with a right branding and marketing and reaching the right audience.

Growing up, I remember her moccasins starting at \$60, and to even fathom the idea of that going for that price now, it's really tough. It would be heartbreaking, the amount of labour that goes into making a pair of moccasins, so understanding the value of not just the work that you've been doing, but the culture and the history behind it, and then being able to share that with others has been really good, basically been good.

basically been good. (Carl Richards - Narrator) As the consumer appetite for authentic Indigenous arts and handicrafts grows, non-Indigenous producers will have to compete for sales with genuine Indigenous products. Arts and handicrafts are very important to the cultural identity of Indigenous

peoples in Canada and around the world. In the past, Indigenous populations have had their culture appropriated by non-Indigenous actors. Recently, Indigenous entrepreneurs have been able to reclaim some of their ownership over culturally significant arts and handicrafts by selling them for themselves. The long-term effect of these ventures is yet to be seen, but their success will undoubtedly lead to positive social, economic, and cultural outcomes for Indigenous populations around the world.