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## CRAFTING SUCCESS

# Virginia's Handmade Goods Industry



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## Distinct Virginia Artisan Qualities

- **Heritage and authenticity:** Inspired by local history and traditions
- **Sustainability:** Ultra-focused on ethical practices and local sourcing
- **Craftmanship:** High-quality, meticulously crafted and built to last



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## Growth Opportunities

The future of artisanal manufacturing in Virginia looks promising, with several trends indicating continued growth:

- Consumers seek customizable products
- Demand for sustainable goods
- Digital tools to expand reach and streamline operations



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In 2014 alone, this industry's economic impact was a staggering **\$527.2 million**, supporting nearly **12,000 state jobs**.



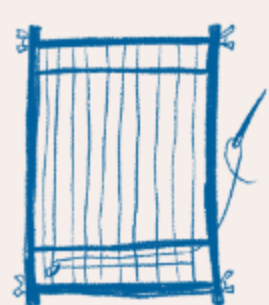
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## Virginia Artisanal Goods

Artisanal manufacturing in Virginia has deep roots. There's a renewed interest due to demand for unique, high-quality, local products.



Pottery



Weaving



Woodwork



Metalwork