



LOOFAH-ART...OUR MISSION GROWS GREENER

Loofah-Art® is a completely eco-friendly and 100% biodegradable product fabricated from a sustainable agricultural crop. In addition, the humanitarian mission is expanding exponentially as the company grows.

Our products derive from a very strong business and social model...safe and non-toxic, functional and environmentally sensitive - helping the world as we go along!

The loofah used in our products is acquired from pockets of farmers in underdeveloped cultures around the world. These farmers are self-employed and they come together in areas where we purchase their harvested crop.

By providing these farmers with an alternative crop to grow and harvest, Loofah-Art® is providing them with the means by which to help support their families. In addition, we are providing employment to the fabricators who cut, sew, package and ship our products for global distribution.

Helping our workers with educational support for their children is another key initiative of Loofah-Art®. Programs have been developed and are in practice that keep the children in school and out of the fields! One of our principle objectives for educational support is to provide the opportunity for the coming generations to succeed!

Our Story:

As you read our mission statement above you might be wondering how all of this came about! Eighteen years ago I got the idea to “take loofah out of the bath and put it into the kitchen”! At that time there were no genuine all natural, earth-friendly and bio-degradable scrubbers on the market. I came across some impoverished farmers in a developing country who desperately needed help in selling their organic loofah and they asked me to come up with an idea. Having been very involved in the Housewares and Gift industries for several years it was a real “natural” for me to wake up one morning with kitchen scrubbers on my mind! Then I thought...they must be fun and whimsical yet practical and totally non-scratch: Loofah-Art was born.

At that time and even now so many people were opposed to products being manufactured outside of the U.S. I must admit I was one of them until it dawned on me that we as a people had initially worked to develop a global world and economy. What better way to bring all people together than to help one another succeed. Since we can't grow Loofah in the U.S. to the scale of an agricultural vegetable crop this all made sense and came together!

Think about it: We all continue to benefit even when products are fabricated elsewhere followings the guidelines of fair trade practices. Shippers have to transport, stores have to have products to sell thus hiring sales associates to help, sales reps must sell to these stores, our warehouses must hire staff to run the business, pack product for shipping, etc.



Loofah: A Fun Veggie With a Fair Trade Mission

Why Loofah-Art chose to work with certain groups in impoverished areas of the world:

1. Must be a country where loofah is possible as an agricultural crop.
2. Must work with people of like minds and spirits to better our world by bringing a possibility of farming, learning to fabricate our products, learning to pack and ship, etc. These community leaders must also be concerned about the impoverished in their respective countries and have a desire to work alongside of us to expand the mission of bringing these people out of the slums, etc. and having gainful employment. The education of the children must also be monitored so they are kept in school and out of the fields and factories.
3. We predominately work with India currently because we have a very close personal relationship with our factory there who shares our philosophy. We all work very closely together to continually expand our business and service to the communities! They have reached out on a tremendous level to help source more and more farmers and train more fabricators, shippers, etc. The quality of their work is amazing!!
4. In India we have successfully gained the respect and loyalty of all our farmers and their communities. This is due in part to paying cash ahead of time for their crops so they are not “stuck” at harvest time with no place to sell the loofah. Additionally, these very farmers could use their land to grow other vegetables to sell daily at market...just what they did before we offered them this opportunity. Since they live and work on a cash basis our business has given them a sense of security and sustainability for a better life!
5. We have worked with other regions of the world but it is imperative that they share our same desire to expand the mission and increase aide to the poor by training, educating, etc. We will not partner with those who do not!! For this reason, we have discontinued working with some countries and factories because there was no substance or follow through with what they had promised... a commitment to the people, farmers and workers!
6. In the meantime, Loofah-Art and our partners continue to practice all aspects of fair trade to bring hope and possibility for thousands!!

Anita Liwette, Creator & Co-Founder



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