

22. Ethical Section:

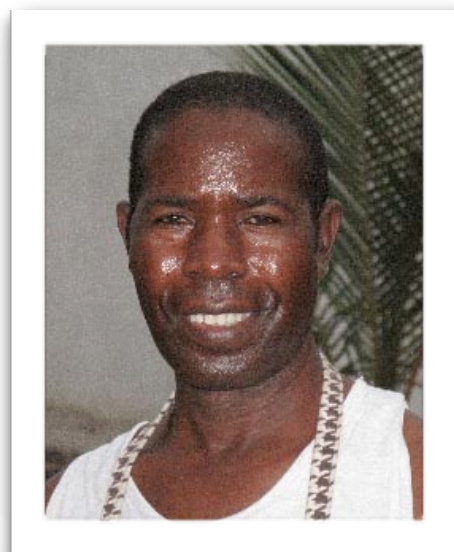
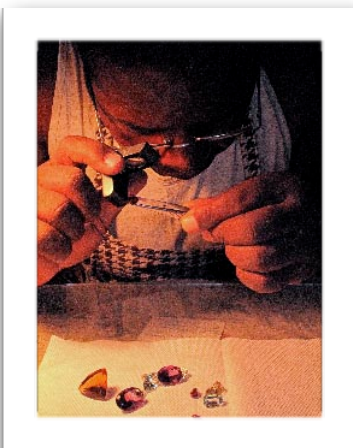
22.1 Ethical from Mine to Customer by Gary Roberts of RubyFair

The term ethical when applied to gem stones can often have a limited value if the entire supply chain is not open to scrutiny. A gem mine may have ethical standards which can be verified but if the rough stone is exported, either legally or illegally, and cut in another country this ethical credentials can sometimes become blurred. A jeweller who faces enquiries from an increasing aware public may face problems answering questions if the information is not readily available for them.

When Rubyfair.com was founded over two years ago between UK and Tanzanian based friends not only the mine was set up on ethical and environmental standards but the supply chain from mine to cutter to the end client, the jeweller, was put through the same level of scrutiny.

Pete Brown operational manager says "It was no use us just looking at the mine then sending stones to China or Thailand to be cut by children on slave wages. We chose to look for an experienced cutter. In Tanzania and make sure they had the resources to cut our stones to a high standard with no child labour and a fair wage."

After some trail and error Rubyfair.com tracked down Mr Dionis Mwalongo aged 59 an experienced gem cutter for over 38 years based in Dar Es Salaam, Tanzania. He had trained for 5 years as a gem cutter at the Tanzanian government Diamond institute in Iringa where he then worked for 6 years before setting up his own small company.



Tanzanian Director Vedasto explains "We talked to a number of operations within Tanzania but many of them were offering an overseas service which could lead to stones being mixed from other sources. Rubyfair.com is proud of its ethical credentials and no heating or treating policy and these overseas operations could put all that at risk."

The support we have given to Mr Mwalongo has enabled him to grow his business and invest in new machinery and increase his quality and quantity of production. Having the stones cut in Tanzania not only allows us to trace our

Ruby, Sapphire and Spinel from mine to client but ensures the correct export tax is paid to the country of origin and the employment revenue remains with Tanzania. Our jeweller clients can see via our website and company literature that ethical does not stop at the mine and their clients can be shown the evidence.

In the future Rubyfair.com hope to expand their range of gems to include not only Ruby, Sapphire and Spinel from their own mine but also Tanzanite (only found in Tanzania) from a coop mine which is overseen by Mr Mwalongo operating under the same ethical standards as Rubyfair.com

Its early days on the Tanzanite front and to date we only have a few stones available. The mine is a small affair but is producing top quality Tanzanite but we are taking it slowly as we have to make sure safety equipment and standards are put into place as with the Rubyfair mine.



About Garry Roberts:

Age 46. Read Zoology at Leeds University where he met Pete the operational manager of Rubyfair.com. Photojournalist for last 20 years and Met Tanzanian co director Vedasto while working as wildlife photographer in Tanzania.

For more information on Rubyfair.com and its gem stones please see www.rubyfair.com