

# Our Mission

Our mission at Booglebug® is twofold. We strive

1. to provide you with the finest popping bugs on the market to maximize your warm-water fishing enjoyment
2. to enable skilled but disadvantaged craftspeople to profitably produce high quality, marketable products utilizing their traditional handcrafting expertise

Our first such project is located in the mountains of Southwest China. We have partnered with a local group whose new facility is located adjacent to a village populated by members of the Yi people group (pronounced as a long 'e'), one of China's 51 officially recognized ethnic minorities. The women of this village are highly skilled in the intricate embroidery work required to produce their beautiful traditional garments as shown at right. Unfortunately, the market for such clothing is quite limited, so their considerable handcrafting expertise goes largely unrewarded economically.

With the blessing of village leaders, we have trained several ladies from this village plus some others to produce BoogleBugs®.



These women work individually in their own homes or in a community setting close to their families as they have done for centuries.

They receive fair compensation for the BoogleBugs® they produce, providing them with economically viable employment for their skillful hands.

As our production requirements increase we hope to extend this model to other even more remote and impoverished villages, some living at a subsistence agriculture level. When you purchase BoogleBugs®, you are not only buying some of the finest fishing flies available, you are also helping these highly skilled village craftspeople to profitably employ their expertise. We at BoogleBug®

and the Yi villagers from the mountains of Southwest China thank you for considering our products. We hope they exceed your expectations and provide you with many fond fishing memories.

