

World Hemp Forum

Les rencontres du chanvre industriel

19 & 20
November
2024

Troyes,
France



Learn more
pole-europeen-chanvre.eu



La valorisation des fibres

Fiber Valorisation

Moderated by:

Julie Pariset (F)

Alliance for European
Flax-Linen and Hemp



Laurie Blanchecotte (F)
La Chanvrière



Arnaud Day (F)
FRD-CODEM



Tom Gong (CN)
HEMP FORTOX



Robert Hertel (DE)
HempAge



Alliance for European
Flax-Linen & Hemp

ROUND TABLE: **HEMP TEXTILE FIBRE**

Julie PARISSET, Innovation & CSR Director



ALLIANCE FOR EUROPEAN FLAX-LINEN & HEMP

is the only european agro-industrial organisation
that serves as a global reference and brings
together all players in the european Flax-Linen
and Hemp value chain.
Association founded in 1951.

→ + 10000 COMPANIES

→ 16 COUNTRIES

The Alliance is the guarantor for all technical,
scientific, environmental and economic data
on Flax. OPEN-SOURCE APPROACH

allianceflaxlinenhemp.eu



BUILDING A COLLECTIVE STRATEGY TO MEET THE TEXTILE MARKET

MAKING EUROPEAN FLAX-LINEN & HEMP

THE PREFERRED SUSTAINABLE PREMIUM FIBRES **WORLDWIDE**



WE INFORM

Members, brands and customers

WE SUPPORT

The European ecosystem and know-how

WE PROMOTE

European Flax-Linen & Hemp

WESTERN EUROPE, THE WORLD LEADER IN FLAX FIBRE

GUARANTEES & CERTIFICATIONS

- GUARANTEE OF ORIGIN
AND TRACEABILITY
- OPEN SOURCE STANDARD
- CSR COMMITMENTS OF THE EUROPEAN FLAX-
LINEN SECTOR

These certifications can be used as **marketing channels** by companies that have obtained them.

3/4
of the world's long* fibre

are produced in France, Belgium, The Netherlands*

*long fibres: the main product of scutching, used in the textile industry

Europe,
the #1 global
producer
of Flax fibre



185,000 hectares
in Europe of Flax
in 2024 (incl. 87% in France,
or 131,000 hectares)

140,000 tonnes
of long fibres in 2023
(incl. 122,000 tonnes in
France).

<0,5% of world textile fibre production

(long and short fibres)



EUROPEAN FLAX™

THE GUARANTEE OF TRACEABILITY FOR PREMIUM
QUALITY FLAX FIBRE GROWN IN WESTERN EUROPE
FOR ALL END USES.



MASTERS OF LINEN™

THE GUARANTEE OF TRACEABILITY FOR LINEN
MADE BY EUROPEAN COMPANIES ON EUROPEAN
& EUROMED 1 SITES.



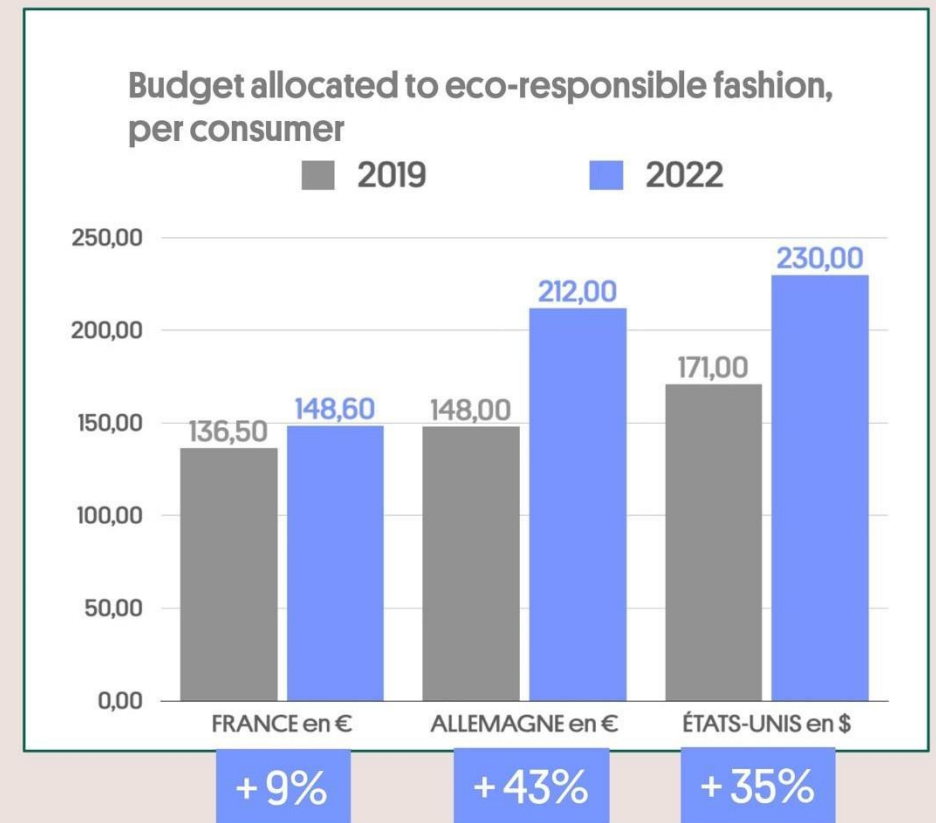
MAKING EUROPEAN FLAX-LINEN & HEMP THE PREFERRED SUSTAINABLE PREMIUM FIBRES WORLDWIDE

FLAX & HEMP OPPORTUNITIES

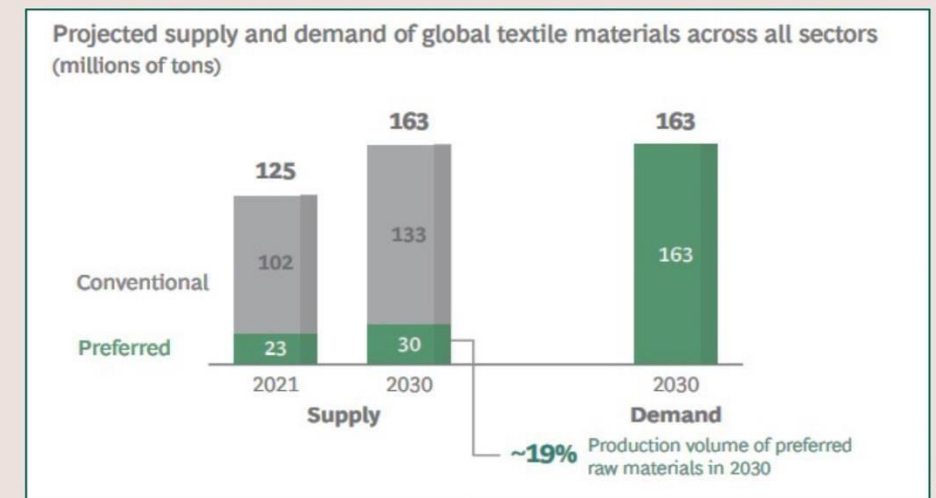
Final consumer expectations:
sustainable textile/ fashion and « preferred fibre »



- Rising consumer budget for sustainable fashion
- Consumer demand for natural and preferred raw materials



Source : IFM/Première Vision



Source : BCG



3 DRIVERS FOR CSR

Or how to integrate social & environmental stakes in strategic decisions?



**BRAND
STRATEGIES**



**CLIMATE
EMERGENCY**



**CONSUMER
EXPECTATIONS**

**CLEAR + RELIABLE INFORMATION
ON PRODUCTS**

NO MORE GREENWASHING!



REGULATIONS



Produce
better



Fight against
waste and
promote reuse
and recycling



Better informed
consumers



TEXTILE HEMP, A RISING DYNAMIC



Chinese acreage of textile Hemp vs. Flax (est.)

	2022	2023	2024
Hemp dedicated to textile	12 000	13 000	27 000
Flax	5 000	5 000	7 000

- Textile hemp acreage have doubled in one year in China
- Note also that there is a rise in flax acreage, consequently the combination flax/textile hemp has doubled in two years

HEMP LONG FIBRE IN THE FLAX AREAS

2024 Surfaces & yield projection

+/- 2 550 ha sown
12% ha not harvested

6,5 t/ha

1,1 t/ha

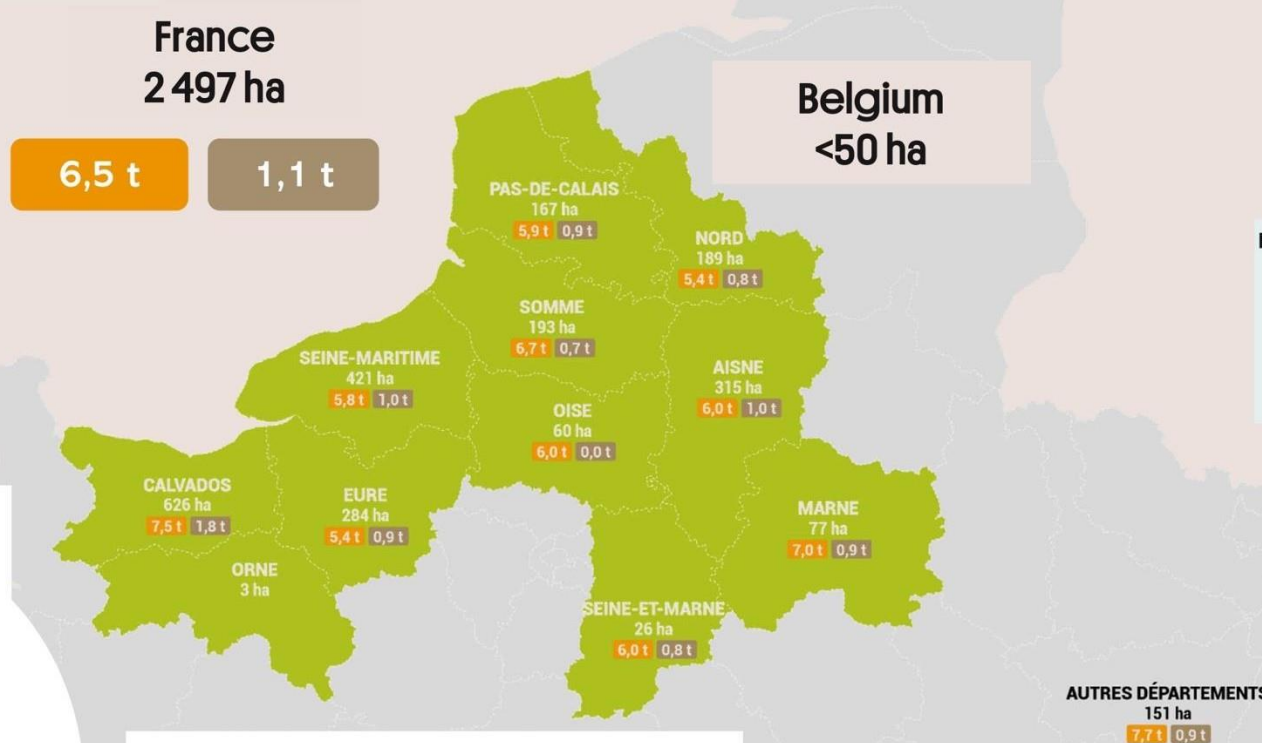
**Boom of acreage dedicated to long
fiber textile hemp in France**

**From
<100 hectares
in 2020 to
2,500 in 2024**

ARVALIS

**Netherlands
10 ha**

**Belgium
<50 ha**



Rendement moyen (t/ha)

Paille

Fibres Longues

Source : Enquête Teillages 10/2024
CIPALIN (FR) – ABV (BE) – (NL)



■ HEMP: A MULTI PLANT OUTLET

Balance on the Economic value

■ TEXTILE HEMP: WHAT ARE WE REFERRING TO?

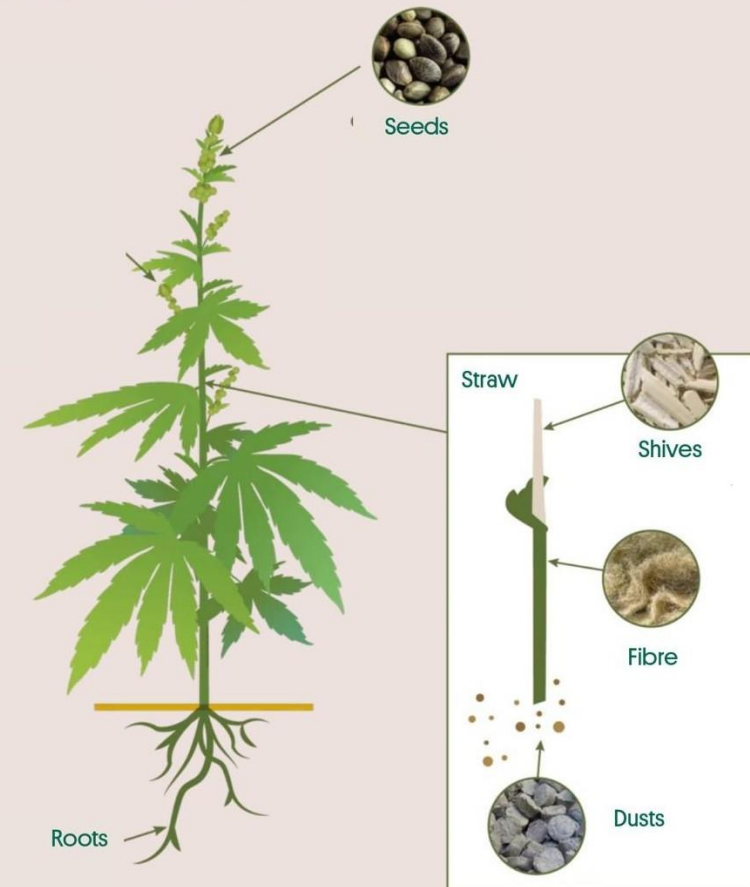
Short cottonized fibres? Long fibres?

FLAX AND HEMP, TWO VIRTUOUS BAST FIBRES

- A response to the expectations of society and to the growing commitment of clothing brands to sustainable development.
- Textile Hemp: A complementary plant fibre offering for textile markets in demand.

IN THE FUTURE, WILL HEMP FOLLOW THE SAME TRAJECTORY AS FLAX?

- A crop that is expanding, a European sector that is being built.



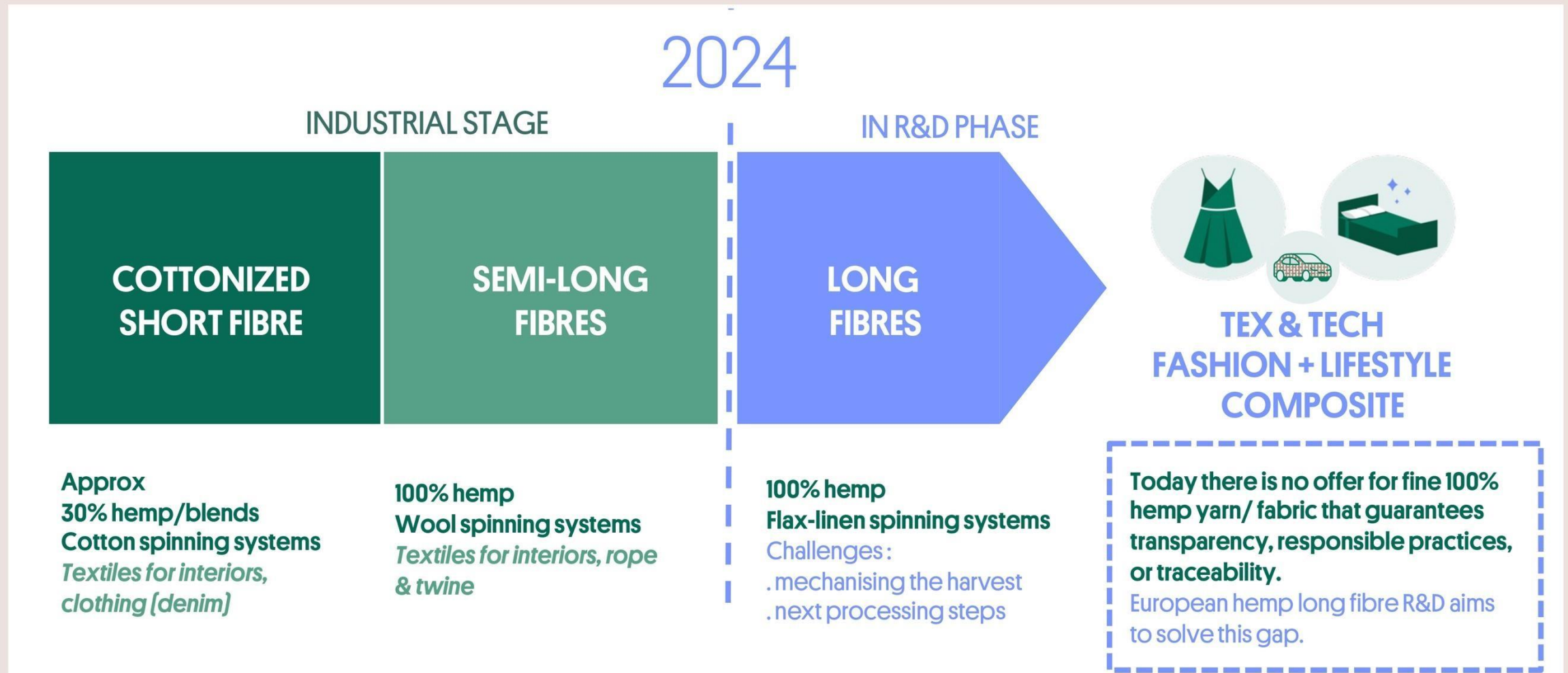
TEXTILE HEMP CERTIFICATION OBJECTIVES

1. Addressing the textile market demand, brands and consumers alike, for more natural and sustainable products
2. Addressing the value chain demand, in terms of profitability
3. Meeting the requirements of regulations through traceability, impact calculation and story proving



TEXTILE HEMP IN EUROPE

3 TYPES OF FIBRE — DIFFERENT LEVELS OF TECHNOLOGICAL MATURITY



HEMP4CIRCULARITY PROJECT

IMPLEMENT AN INNOVATIVE, LOCAL AND BIOBASED ECOLOGICAL FIBRE THE LONG FIBRE HEMP - IN THE TEXTILE VALUE CHAIN OF NORTH-WEST EUROPE, FROM GROWERS TO WEAVERS/KNITTERS, FROM FIELD TO FASHION.

COMPLEMENTARITY TO THE FLAX VALUE CHAIN.

Interreg



Co-funded by
the European Union

North-West Europe

Hemp4Circularity

3 PILOT ACTIONS

1. Implementing textile hemp at the level of cultivation, mechanization of harvesting and scutching – production of agricultural data
2. Improve and implement the processing of textile hemp: yarn, fabric and knitwear, finished products, and recycling solutions.
3. Training/Targeted Dissemination: Farmers, Manufacturers, Designers, and Brands

- **Interreg North-West Europe NWE (NWE) project**
- **March 2023-2026**
- Budget: **€3.8M - ERDF 2.286.794 €**
- **11 partners**
- **Supported by Valbiom**, the Walloon association for sustainable solutions in the bio-based economy



HEMP4CIRCULARITY PROJECT



Interreg



Co-funded by
the European Union

North-West Europe

Hemp4Circularity

A COLLABORATIVE
INITIATIVE TO DEVELOP
LONG-FIBRE HEMP
IN NORTH-WEST EUROPE.

<https://hemp4circularity.nweurope.eu/>



A CO-CONSTRUCTION APPROACH

- > STRUCTURATION BRING KNOWLEDGE
- > TO THE WHOLE VALUE CHAIN + TO END USERS

TRAINING SESSIONS & PROMOTION

From farmers to brands

Ongoing trainings for growers with summer sessions (field visits) and theoretical winter sessions + machine training



BTOBTOC Communication & Promotion :

Textile Trade shows + directory + sourcing platform, ecodesign sample collections

→ To share practical, fact-based information about European textile hemp to brands and end users

CONCLUSION:

HEMP TEXTILE FIBRES OPPORTUNITIES

- **ACTIVE R&D FOR A PROMISING MARKET**
- **AN OPPORTUNITY FOR EUROPEAN VALUE CHAINS**
- **AN ADDITIONAL OFFER OF PLANT FIBRE FOR TEXTILE MARKETS IN DEMAND : FASHION & LIFESTYLE/ HOME**
- **A CROP THAT IS EXPANDING**
- **ENGAGED COMPANIES**



ABOUT

Alliance for European Flax-Linen & Hemp

The Alliance for European Flax-Linen & Hemp (formerly known as the CELC, an association founded in 1951) is the only European agro-industrial organization that serves as a global reference and brings together all players in the European Flax-Linen and Hemp value chain.

Western Europe is the top global producer of Flax fibres (with France, Belgium and the Netherlands accounting for 3/4 of production).

The Alliance for European Flax-Linen & Hemp has a three-fold mission of informing members, brands, and consumers, supporting the European ecosystem and European expertise, and promoting European Flax-Linen and Hemp as the preferred sustainable premium fibres worldwide.

It connects 10,000 businesses in 16 European countries and bases its work on the values of solidarity, innovation, scientific validation, and respect for people and planet.

It promotes an environment favourable to industry growth and strives to increase the international visibility of European Flax-Linen and Hemp. The technical and environmental properties of these plant fibres inspire global creation and open up new opportunities for industrial innovation.

The Alliance also guarantees the traceability of Flax fibre thanks to the EUROPEAN FLAX™ and MASTERS OF LINEN™ certifications.

www.allianceflaxlinenhemp.eu/fr

CONTACT : texandtech@allianceflaxlinenhemp.eu



DRESS FOR CHANGE
WEAR OUR FIELDS



Hemp Textile fibers : From field to spinable fibers



01

Canalia One



Short fiber

02

Canalia Authentic



Medium fiber

03

Canalia Pure



Long fiber



3 Fibers based on strong Know How : Our farmers

- ✿ Passionated & involved shareholders
- ✿ Knowledge transmission from generations
- ✿ Sharing experiences between all members
- ✿ Exclusive commitment to the coop on the long term
- ✿ Driven by innovation



Canalia – A value Brand from La Chanvrière

- 🌿 French fiber **direct from producers**
- 🌿 Significant volume to meet large needs
- 🌿 Fiber selection to choose the best for textile
- 🌿 Transversal offer to fulfill all needs
- 🌿 **Certified fibers**



Label
France
Hemp
Fibers



QUALITY – REPEATABILITY – INDUSTRIAL VOLUME





The growing alternative in textile





CHINESE HEMP TEXTILES INDUSTRY

Tom Gong
2024.11.19

HEMP
FORTEX



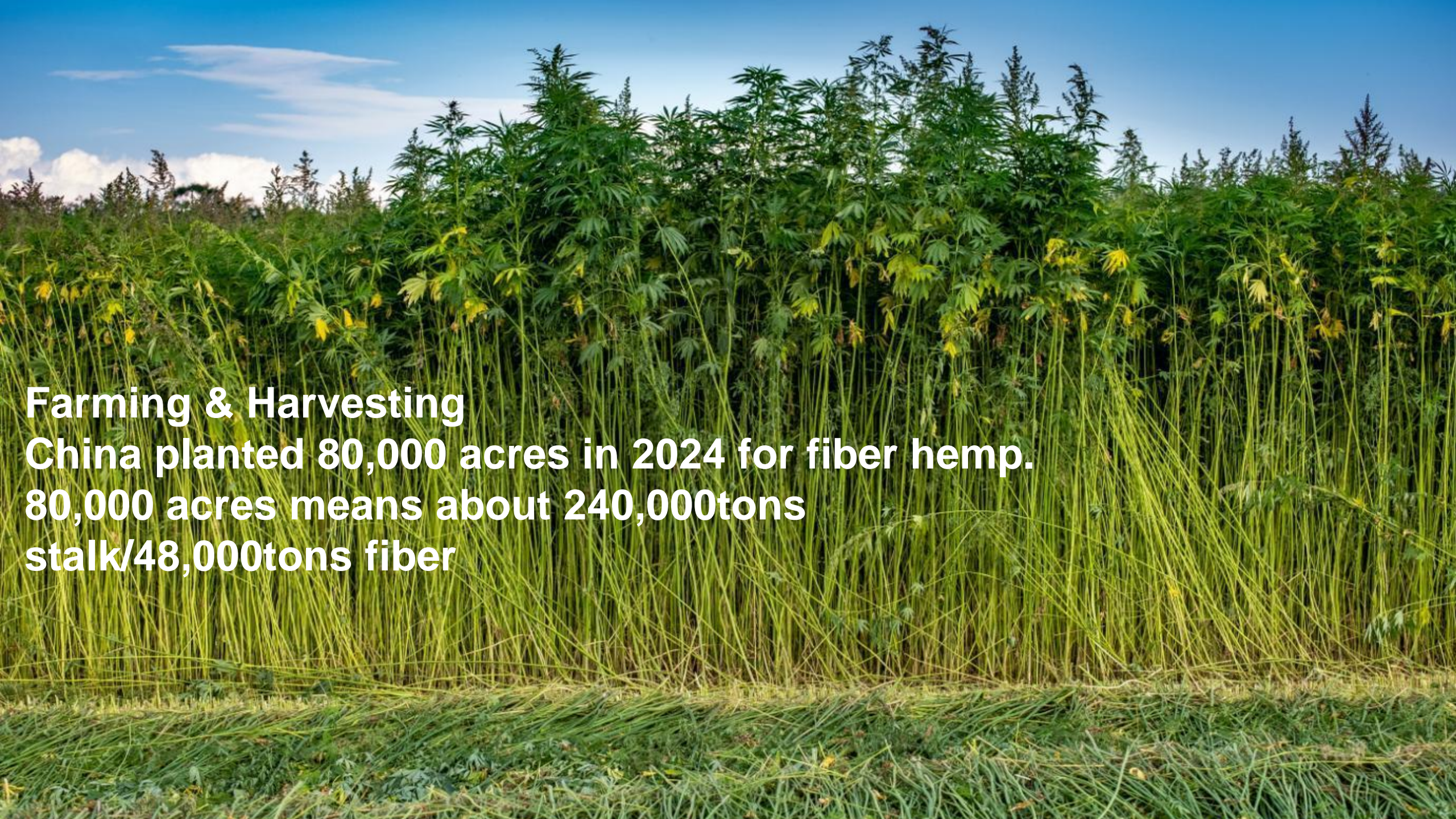
HEMP FORTEX

Founded in 1999, Hemp Fortex is dedicated to producing eco-friendly fabrics that meet the apparel industry's stringent standards for fashion, innovation, performance, quality, and delivery. As a vertically integrated company, we oversee the entire process from seeds to finished garments, ensuring quality throughout our entire supply chain.

Vertical Supply Chain

- Hemp Farming
- Fiber Processing
- Spinning
- Knitting & Weaving
- Dyeing & Finishing
- Cutting & Sewing





Farming & Harvesting

China planted 80,000 acres in 2024 for fiber hemp.

80,000 acres means about 240,000tons

stalk/48,000tons fiber



Hemp Seed

22-23g/1000 seeds
dense planting: 60kg/acre













Water-Retting



Field-Retting



Field-Retting



Hemp Fiber Processing



Scultching

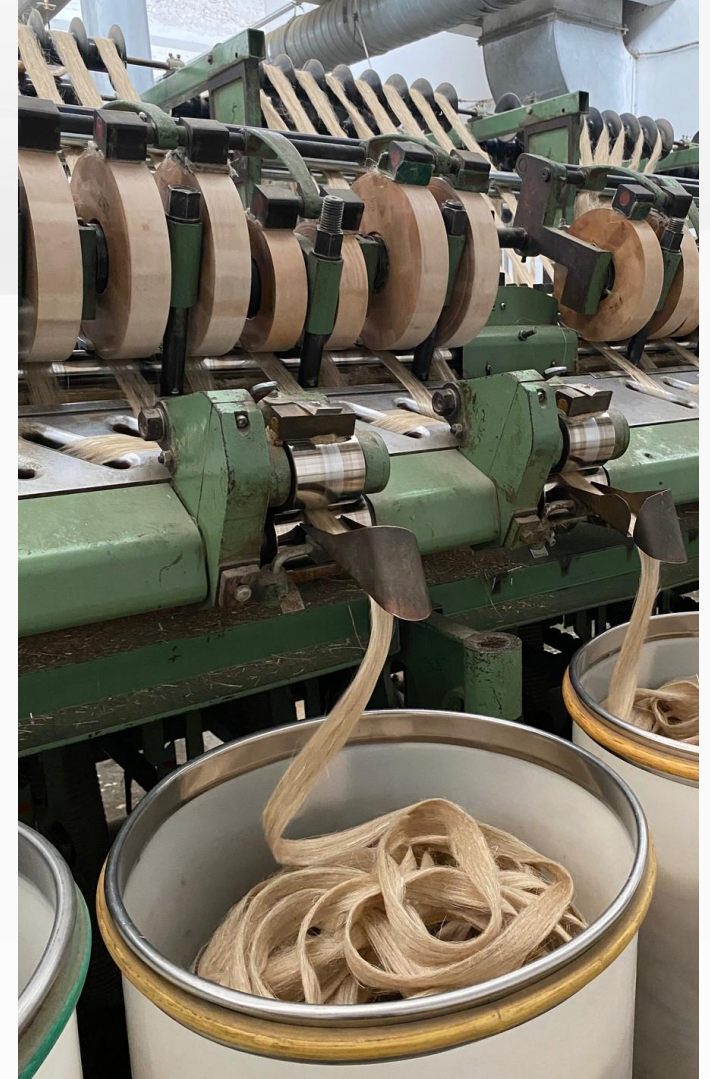


Long Fiber - Hackling





Long Fiber - Sliver



Long Fiber – Wet Spinning





100% Hemp Yarn
2.5Nm – 60Nm yarn count
range.



Short Fiber - Degumming



Short Fiber Processing





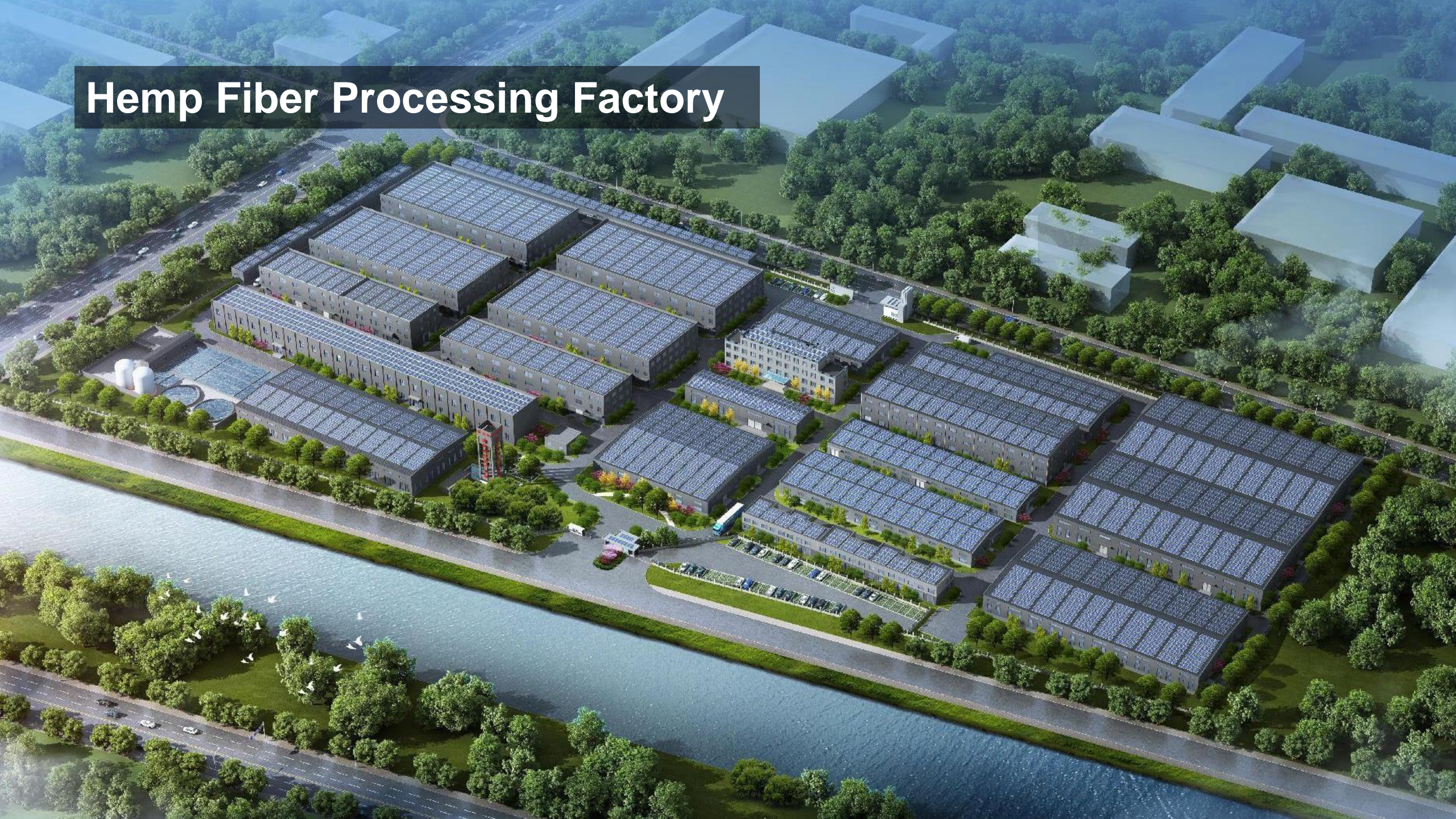
Cottonized Hemp Fiber



Hemp Sliver



Hemp Fiber Processing Factory





Spinning & Weaving Factory

An aerial photograph of a large industrial complex, identified as a Spinning & Weaving Factory. The central focus is a massive rectangular building with a flat roof almost entirely covered by a dense grid of dark blue solar panels. To the left of this main building is another large industrial structure with a grey corrugated metal roof. To the right, there's a long, narrow building and a large paved area with several white trucks parked in rows. The background shows a cityscape with various buildings, including some taller residential or commercial structures. A semi-transparent dark grey banner with the text "Spinning & Weaving Factory" in white is overlaid on the upper left portion of the image.

Blending



Spinning







Hemp Blended Yarn

Hemp blended with organic cotton, wool, recycled pet, Tencel, recycled nylon etc.

7s – 100s yarn count range.



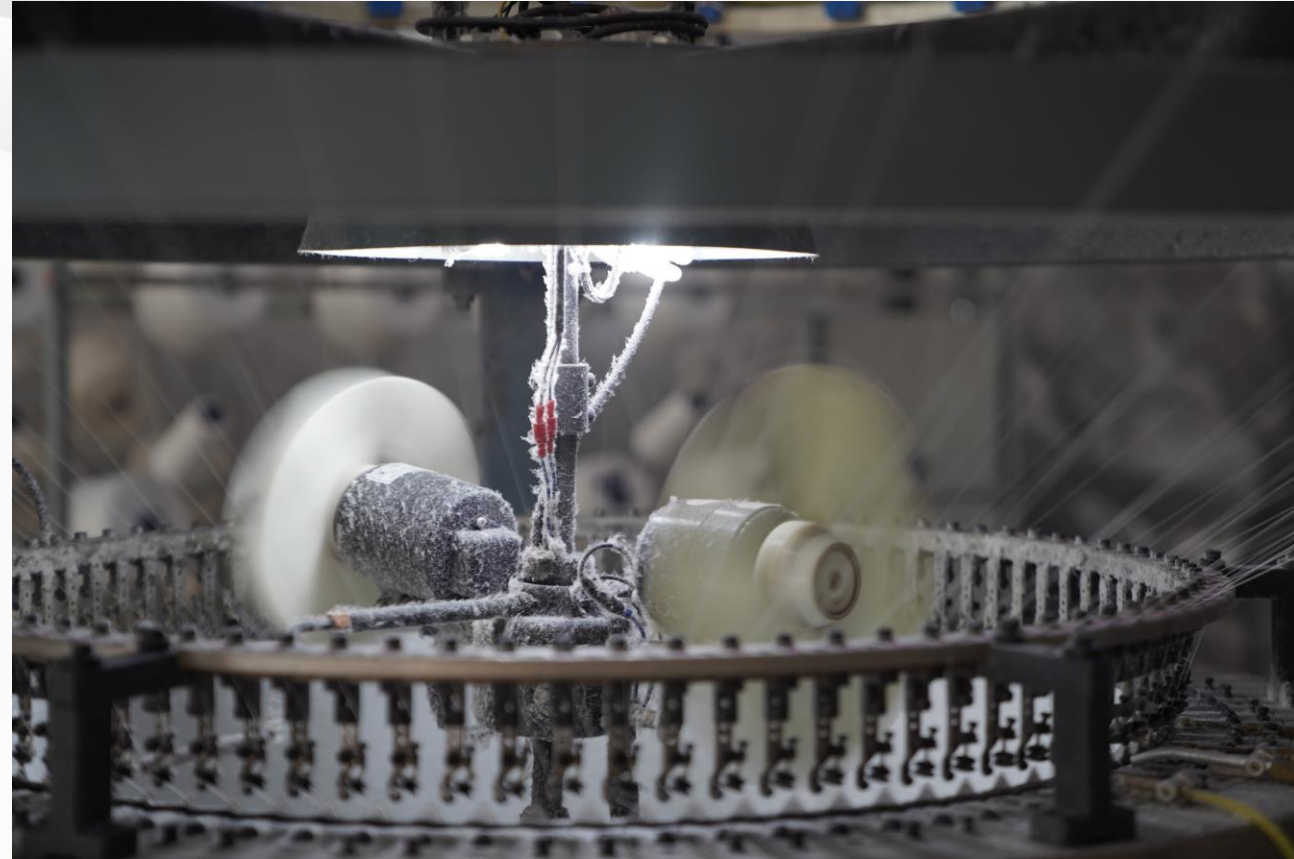
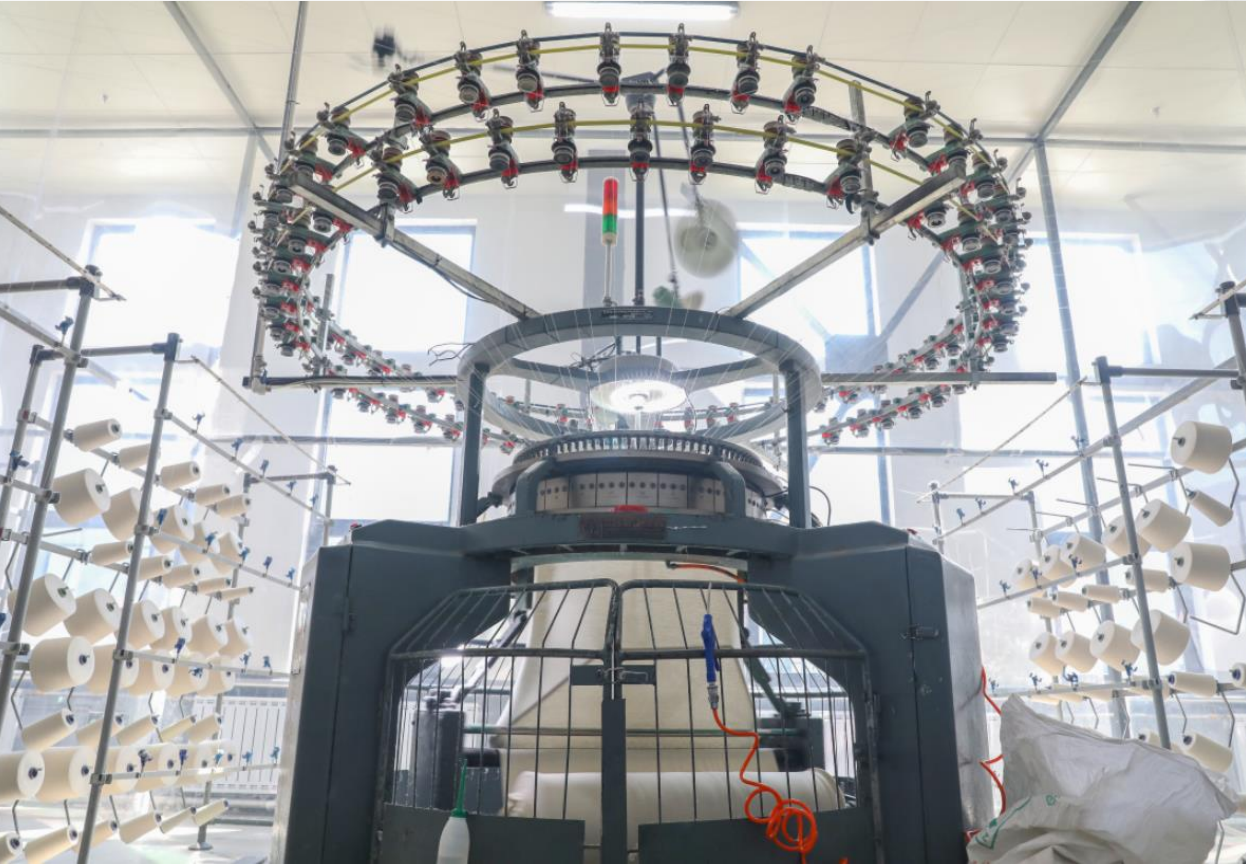
Hemp Weaving



Woven Fabrics



Hemp Knitting



Hemp Knits



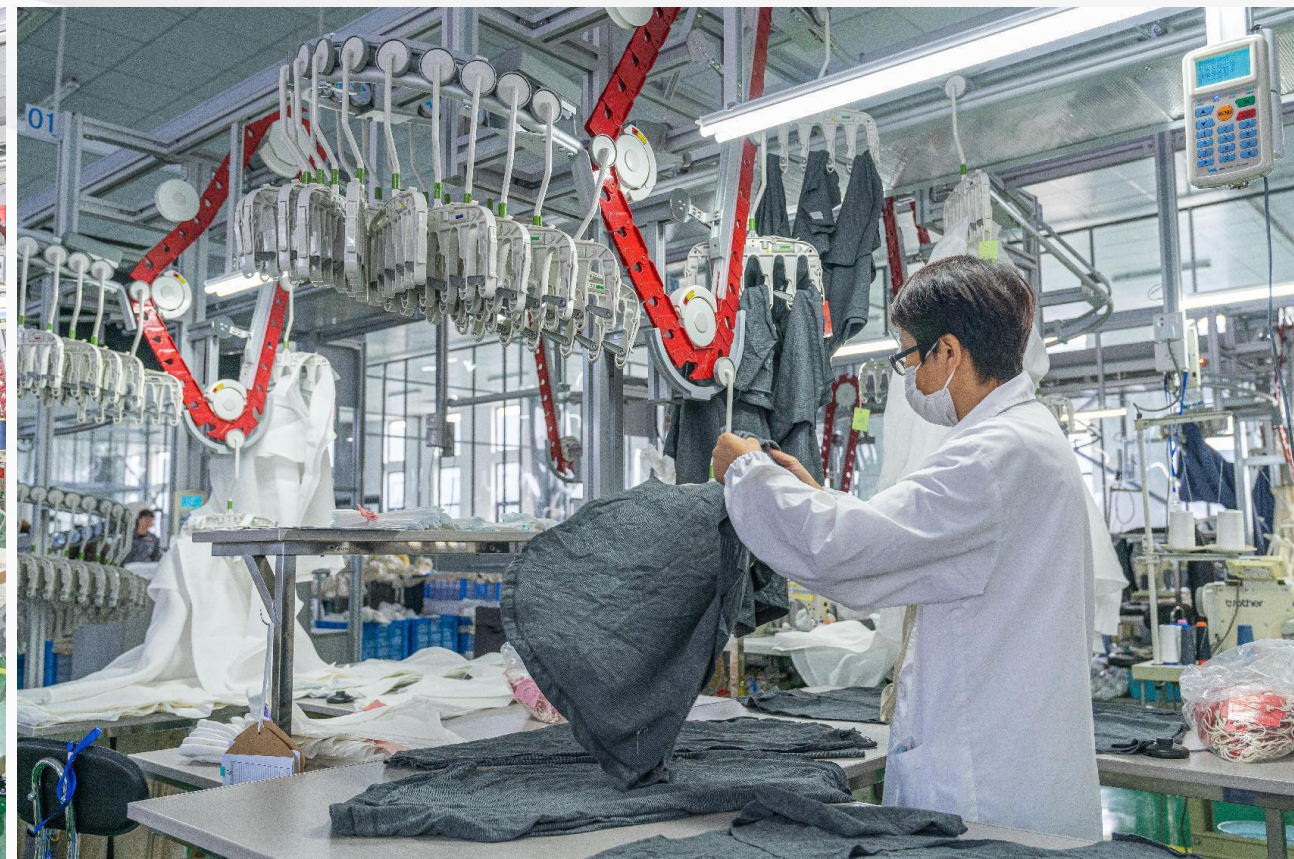
Dyeing Factory



Cutting & Sewing Factory



Hemp Garments



Hemp Garments



Thank you

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HEMP FORTEX

World Hemp Forum

November 19-20

Troyes, France



Robert Hertel - CEO HempAge AG

30 years of hemp fiber experience

Thank you



HempAge

dressed by nature