



ABOUT US

We believe in a promising future for hemp and in its pivotal role for the green transformation of our society: a new dawn for an ancient fibre.

We lead the revival of the hemp sector in Europe: EIHA is the only pan-European hemp association representing all the actors of the supply chain (farmers, transformers, traders & brands) operating on the EU market.

We promote a sustainable business model with strong ethical values, capable of bringing jobs and growth to our rural areas and truly reconnecting consumers with nature: a simple solution that meets the needs and expectations of the consumers of tomorrow.

We help you build a more circular and sustainable economy, in line with tomorrow's values and rapidly- changing consumers' trends. **We want a better and fairer future.**



A bit of HISTORY

The forgotten crop

- **A strategic raw material** for the textile industry until the mid-XIX century. Largely used for clothing fabrics, paper, cordages and sails, hemp was cultivated all over Europe and played a major role in the European history and culture.
- Increasingly challenged by cotton and the synthetic fibres coming from overseas, hemp became economically unsustainable and **slowly disappeared**.
- Unduly affected by recreational cannabis restrictions for over 50 years, hemp is now a fully normalised crop ready for a **great comeback!**



The MARKET TODAY

Woven



- NATURAL
- CASUAL
- WORKWEAR & OUTDOOR FEELING
- NEUTRAL COLOURS
- UNISEX
- STIGMATISED



The MARKET TODAY

Knit

- RAW
- AUTHENTIC
- LIMITED APPLICATIONS



The MARKET TODAY

Home & Furnishing



- NATURAL & RURAL
- SIMILAR TO LINEN

OUR GOAL

bring hemp back for good!

We strive to ensure a **smooth regulatory framework**, create a dynamic EU-wide **business network**, speed up **innovation** and product development in order to facilitate the development of the sector and the scaling up of the production.



Back for good

The hemp revival is happening *now*

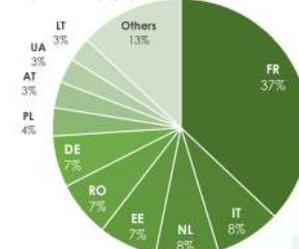
- Hemp started capturing consumers interest for its **manifold uses** (cosmetics, food, textile, construction material, etc.) and **its sustainable features** in the early 2000s.
- Surfaces dramatically increased over the last 20 years and are bound to grow much further, propelled by its **growing use in manufacturing and food industries**.
- An **easily available** fibre, with decreasing costs of production and promising **new applications**.

Hemp surfaces in Europe

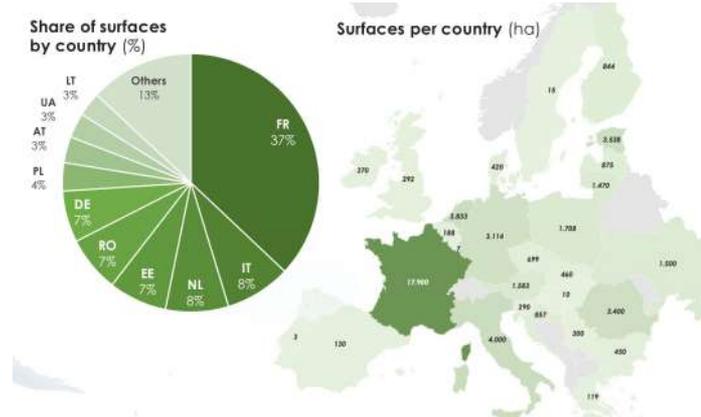
50.081 ha were dedicated to industrial hemp in Europe in 2018
+3.3 % compared to 2017
+70 % compared to the 5-years average
+614 % compared to 1993

Provisional data for 2019 illustrate further increase.

Share of surfaces
by country (%)



Surfaces per country (ha)



Back for good

A fully legitimate and legal crop

- **Full normalisation** in the EU legislation, to be translated at national level.
- Hemp is an agricultural crop according to EU regulations and its **cultivation is authorised** (registered varieties, current THC 0,2%).
- A recent CJEU ruling confirmed that **the whole plant is legitimate** and does not pose any threat to public health.
- Varietal breeding will likely deliver new varieties in the coming years with **higher quality and resistance**.



ECOLOGY & PERFORMANCE

- **Oldest, longest and strongest** of all natural fibres.
- Does **not shrink** when washed and softens with the time.
- Naturally **antibacterial**, regulates body temperature and does not retain odours.
- **Can be used 100% or blended** with cotton, linen, wool and synthetic fibres.
- Meets the expectations of **vegan** and **green** consumers.
- Perfectly in line with the future **EU regulations and initiatives** (carbon tax, sustainability certifications, etc.).

WE WANT

To promote the fibre.

To connect operators interested in developing hemp textile applications.

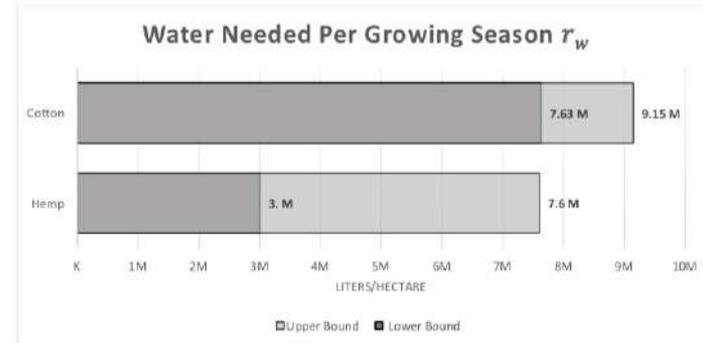
To elevate the quality standards.

To accelerate the development of the sector and innovation.

To accompany the transition towards a more sustainable economy.

ECOLOGY & PERFORMANCE

- Hemp farming requires far less water and chemicals than cotton: it's **perfect for organic** production.
- Hemp **can be grown everywhere** in Europe, usually in rotation with leguminous and cereal crops.
- Hemp farming brings positive environmental externalities such as **carbon storage and soil restoration**.
- **Nothing goes to waste**: hemp is grown for its fibre, seeds, flowers and leaves, and all its subproducts are valorised.



ECOLOGY & PERFORMANCE

- Fibre extraction can be done mechanically and new processes are pushing further both in **quality and sustainability** aspects.
- The fibre is highly suitable for **clothing and upholstery**, acoustic and thermal insulation, strong and lightweight **plastics and composites**, non-woven materials, etc.
- **Seeds and flower extracts** are used as food and in **cosmetic products** because of their unique phytocompound profiles.



The MARKET of the FUTURE

Woven - New neutrals and softer materials



- TIMELESS
- ALL SEASON
- SOPHISTICATED
- SUBTLE



The MARKET of the FUTURE

Woven - Denim development



- LOCAL
- DURABLE
- SOFTER
- NEW APPLICATIONS



The MARKET of the FUTURE

Woven - New textures and colours for new applications



- INNOVATIVE
- ATTRACTIVE COLOURS
- NEW BLEND
- NEW COATING & FINISHING



The MARKET of the FUTURE

Knit

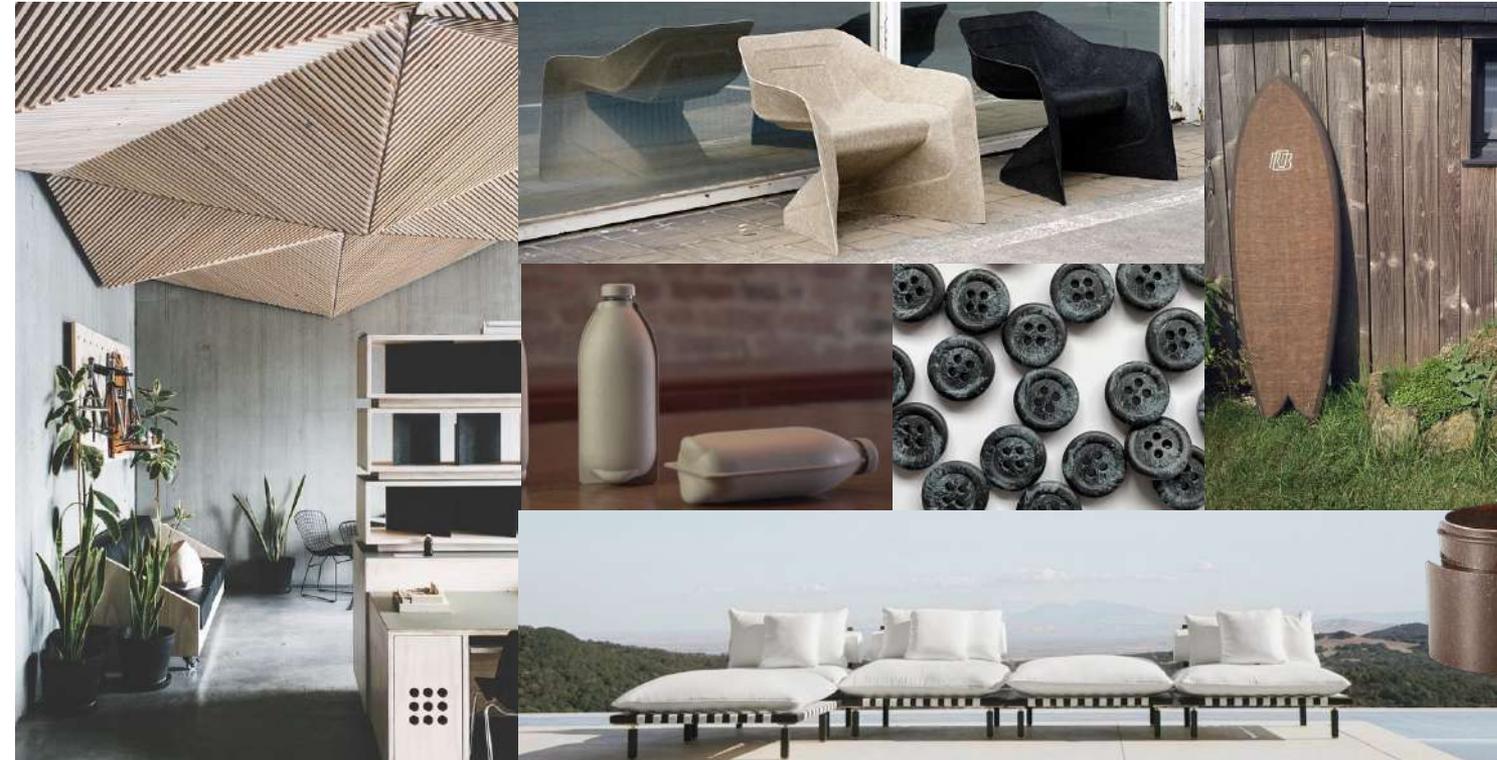
- CREATIVE
- DECONTRACTED
- YOUNGER
- COMFORTABLE



The MARKET of the FUTURE

Home & Furnishing - Exploring new applications

- INNOVATIVE
- DESIGN
- SUSTAINABLE



WHAT WE DO

- **Federate** the hemp actors around an **ambitious and common vision** and lead the movement.
- Actively **contribute to the EU policymaking**, ensuring a smooth regulatory framework for hemp fibre farmers, producers and traders.
- Steer and **coordinate** interactions among operators, in order to **facilitate business opportunities** and the **structuring of the value chain**.
- **Promote** research and development and accelerate the uptake of innovative products and processes.
- Work at the **re-popularisation of hemp** fibre through communication campaigns, participation to international fairs (e.g. Première Vision, etc.) and EU-financed promotion programs



WE ARE LOOKING FOR

Ambassadors

who will promote the social, economic and environmental value of hemp

Producers and manufacturers

ready to take up the challenges of tomorrow and willing to step up for a better future

Investors

looking for a long-term, sustainable project in hemp bioeconomy



Get in touch with us!

Send us an email at info@eiha.org



*Leading the
#hemprevolution in the
textile sector*

