

CROSS-REGIONAL ASSESSMENT WORKSHOP

French Atlantic Arc

Regions of Pays de la Loire, Normandy, Brittany and
Nouvelle-Aquitaine



A BRIEF INTRODUCTION

Hemp was historically grown in France and is now in the spotlight thanks to its many assets:



productive



no irrigation



improves soil health



captures CO₂



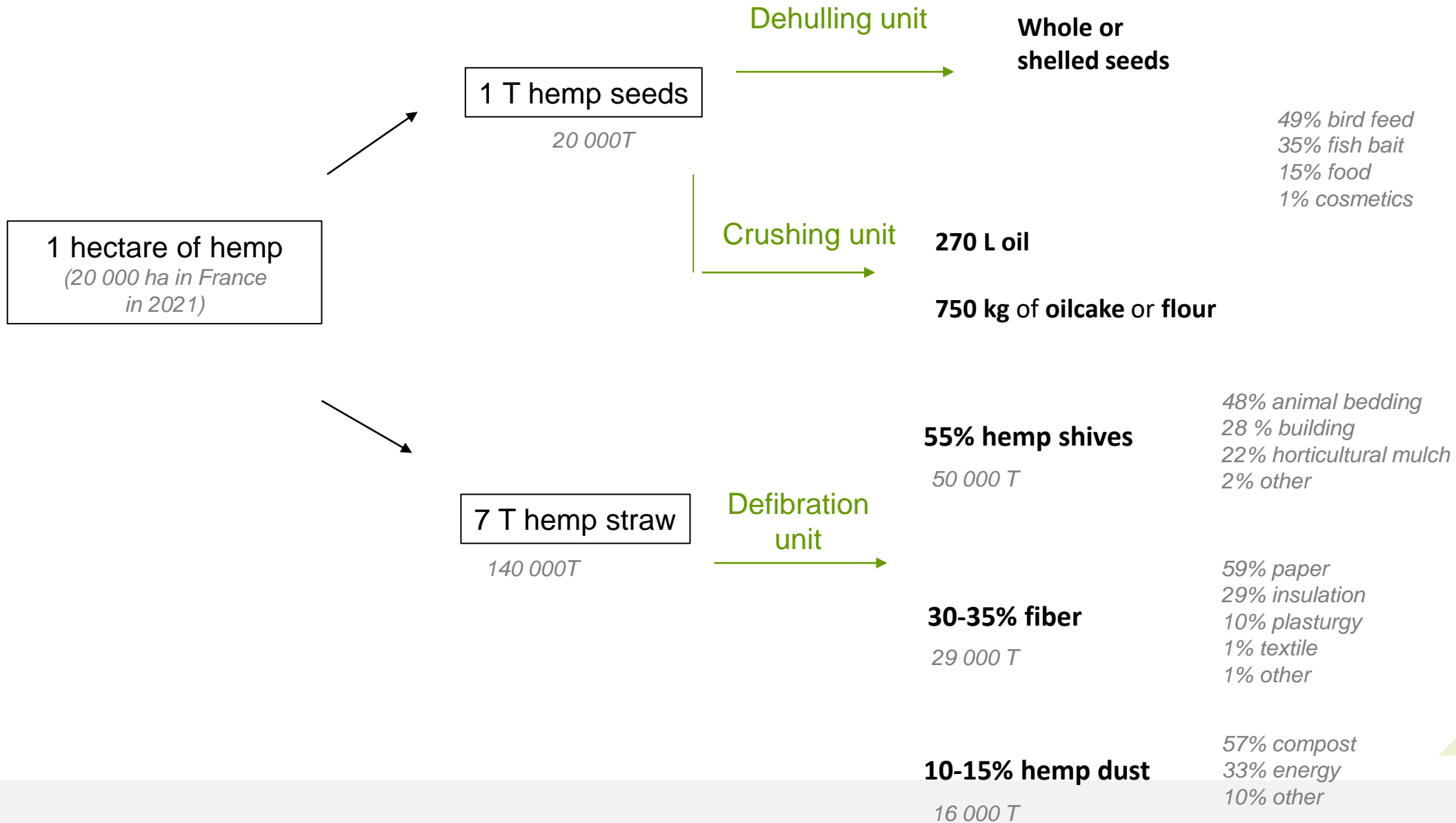
zero phyto



local jobs

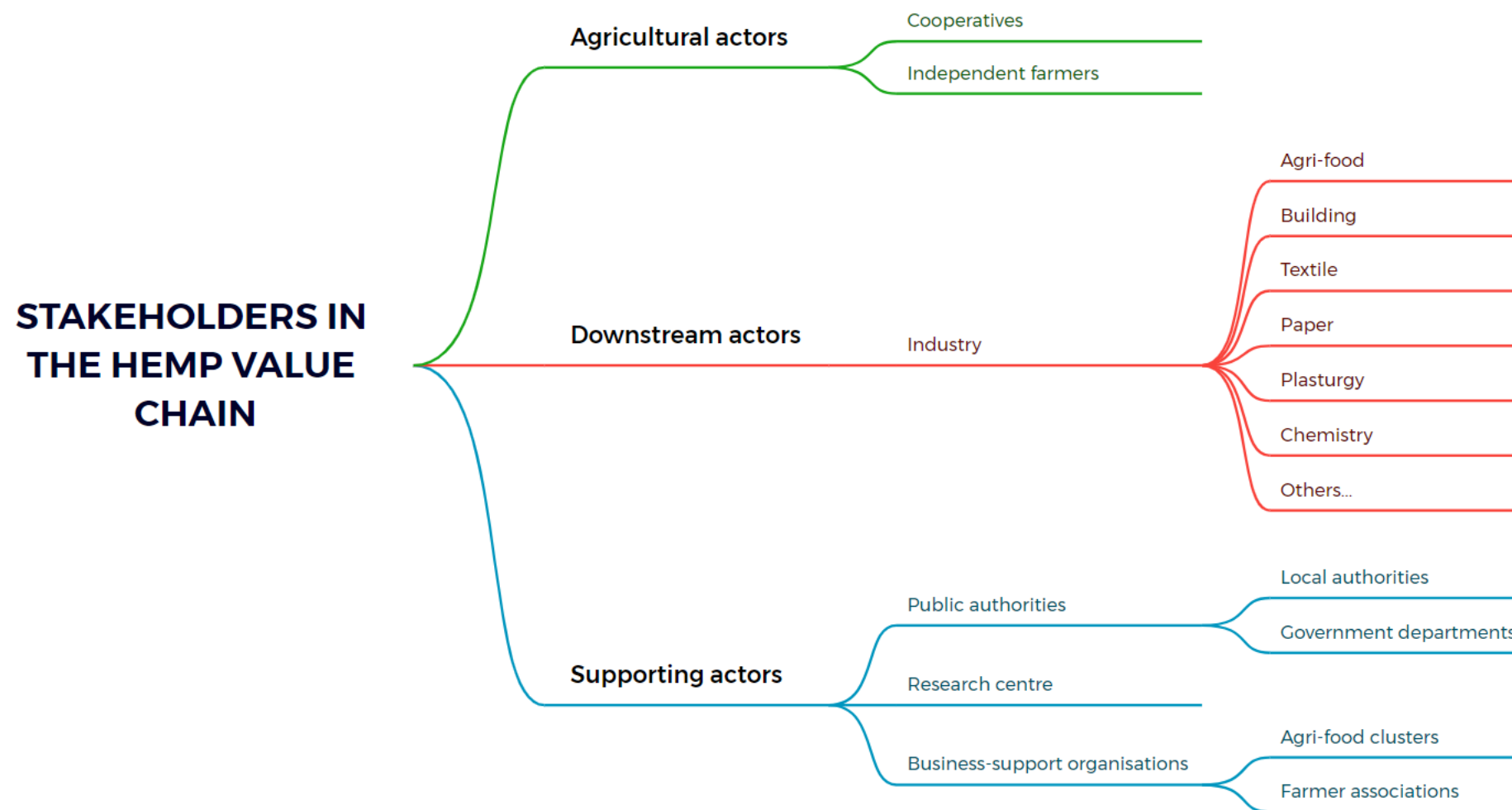


MULTIPLE PRODUCTS AND USES OF HEMP



WHO ARE THE ACTORS ?

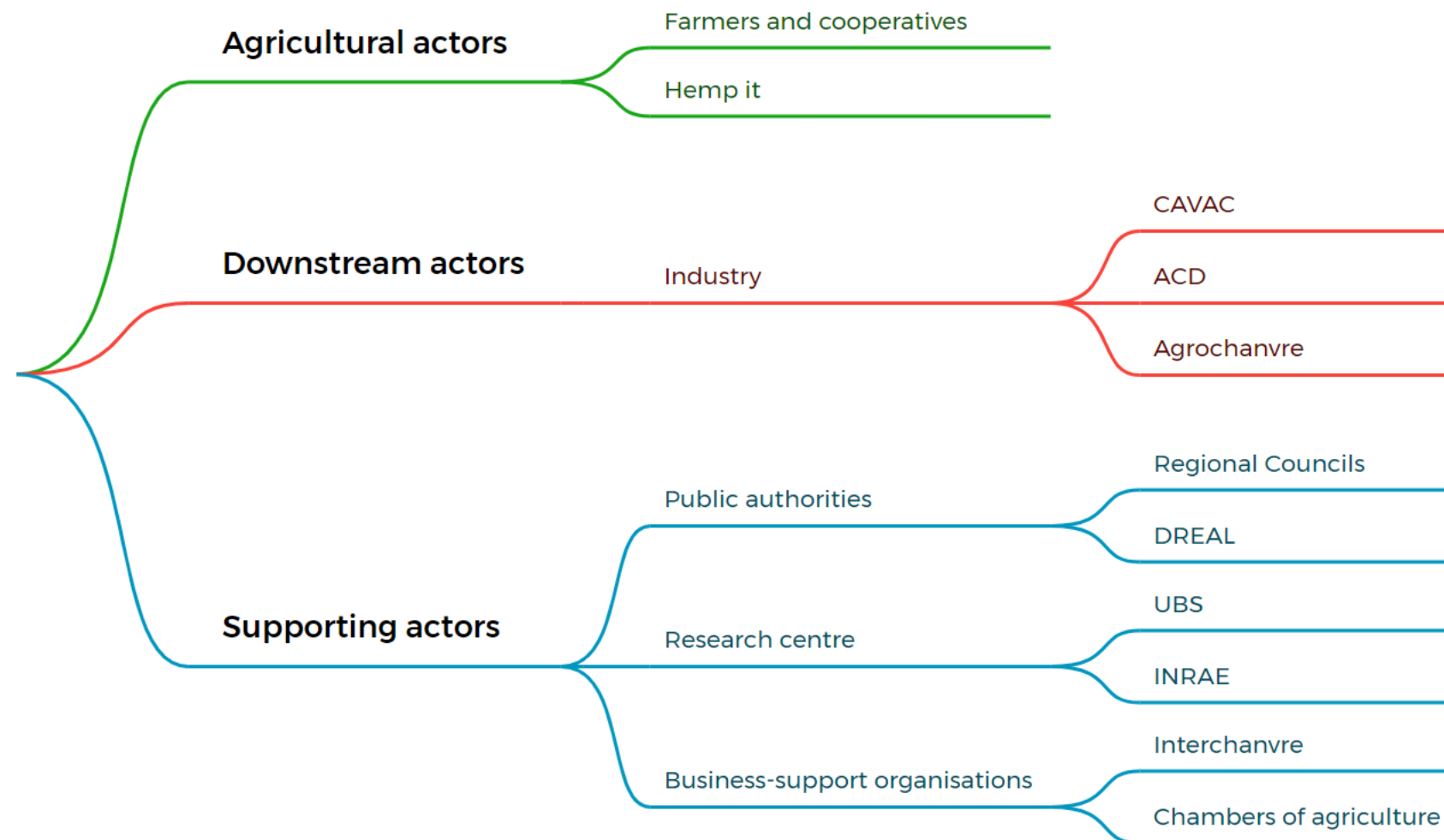
Overview of relevant stakeholders of the value chain in the area



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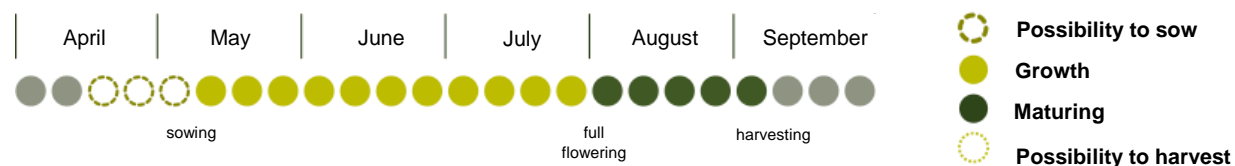
Overview of relevant stakeholders of the value chain in the area

Sample of main hemp stakeholders in the Atlantic area



WHAT ARE THE BUSINESS MODELS?

Cultivation and gross margin after hemp harvest (2021)



Straw : 130 € /T

Conventional hemp seed : 750 €/T

Organic hemp seed for food : 1900 € /T

430 €/ha gross margin after harvest

A strategy based only on production of straw (8,5T) for paper is not viable

890 € /ha gross margin after harvest

Production of straw (7T) + production of seeds (1T) is possible but requires investments for harvest, fiber processing...

Between **1175 € /ha** and **1475 € /ha** gross margin after harvest

Production of organic hemp seed only (0,85T) or straw (5T) + organic hemp seed (0,85T) of straw (7T) + production of seeds (1T) is interesting but is restrictive in terms of machinery and dryer



AVAILABLE SKILLS AND CAPABILITIES IN THE AREA

The production and valorisation of hemp requires:

- investments (machines, dryers...)
- skills (use of machines, several transformation steps to end-product...)

Available skills:

- production, harvest, defibration/1st transformation (2 industrial units in the area)
- Valorisations for diverse markets (2nd, 3rd, 4th transformation...)

Existing capabilities:

- 2 industrial units for defibration
- Small scale/on-farm processing units



OPPORTUNITIES & LINKS WITH PREVIOUS IMPLEMENTATIONS, STRATEGIES OR ROADMAPS

- ✓ **Environmental strategies** (water, GES reduction, biodiversity, adaptation to climate change...)
- ✓ **Development of the demand for local products** (non-relocatable productions, new local jobs)
- ✓ **Political will to re-industrialise France**

Example of supporting regulatory framework and local strategies for hemp in building:

- RE2020
- Regional bioeconomy roadmaps focusing on bio-based housing



FORESEEABLE BARRIERS FOR DEPLOYMENT

- ! Industrial capacity to transform more fibers
- ! Cost of investment (dryer) for the farmers to valorise the seeds
- ! Business models and markets need to be developed to maintain the production in the area
- ! Hemp & CBD suffer from a negative image (associated to cannabis/drugs)
- ! Unclear & unstable regulatory framework
- ! Training for the processing and valorisation of hemp for various uses is generally internal (within the processing companies), very few dedicated training courses
- ! The production and processing of hemp often takes place in rural areas where it is more difficult to recruit & attract new talents

THANK YOU

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Project Partners



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