

#23

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Industry Leader Profile

Olivier Joreau, hemp industry pioneer



Photo Credit: Cavac

General Director of the Cavac cooperative group since January 1st, 2025, Olivier Joreau has maintained his position as chairman of Cavac biomaterials. Since 2009, he has been instrumental in its development, first by building an industry with Cavac's collective strength, as hemp had disappeared from the region, to create a complete field-to-construction site chain. *"Fully industrializing a sector is a real challenge. Getting our hemp-based insulation certified was also an uphill battle as we were pioneers."* The second challenge: promoting these products to craftsmen through training. *"Today, Biofib is a well-known brand in the construction sector."* The latest major project was the construction of a next-generation factory (inaugurated in September 2024) to triple production capacity. *"The goal now is to increase from 2000 ha of hemp to 3000 ha by 2025."*

As president of the Hemp Processors Union (UTC) from 2014 to June 2024, Olivier Joreau also worked to develop all hemp markets. *"Initially, we needed to achieve a shared vision among processors on priority developments. Each industry player contributed to building a common strategy."* Priority was given to the construction sector, before exploring new opportunities such as textiles, automotive plastics driven by decarbonization and limited non-renewable resources, or the food market to maximize the potential of hempseed.

Market Opportunities

Construction

Training: update following new professional regulations



Photo Credit: Construire en Chanvre

- Following the publication of new professional regulations, Construire en Chanvre is updating its training for craftsmen, after revising the architects' program, to meet the requirements of the Construction Quality Agency. A pilot **training** program (**PRO-hemp**) bringing together both audiences will be launched in 2025 by the association: an unprecedented initiative aimed at jointly training architects and craftsmen. This collaboration aims to help them discover the material, share their respective practices, and enrich the educational content through diverse feedback between design (studies) and implementation (construction).

For more information on upcoming training sessions

- Additionally, to continue training architects and craftsmen who have never taken hemp construction courses, **trainers** must participate in **specific training** with Construire en Chanvre, to update their knowledge in accordance with the new professional regulations.

- Finally, artisans and project managers who have already completed Construire en Chanvre training must renew their certification for their insurer. To do this, they will need to complete the **RP3 e-learning course** and a mandatory training session on a date to be determined, designed by Construire en Chanvre in partnership with the Académie des biosourcés. Lasting 2 hours, it includes four segments, filmed site visits, and an evaluation to obtain certification. This training is also open to anyone wishing to understand the new professional regulations for hemp concrete construction.

For more information

A prefabricated hemp concrete factory in Auvergne



Already owning a wood frame and timber manufacturing site in Cohade, Haute-Loire (Caillaud-Bourleyre Structures company), the Evluo Group is venturing into prefabricated hemp concrete production. For this purpose, it created Biostructure and invested €6.2M in a 3,500 m² factory in Châtel-Guyon (Puy-de-Dôme), expected to be operational in the second half of 2026. Approximately 50,000 m² of panels should be produced annually. Biostructure won the State's CHROS (off-site construction and renovation) Project Call led by Ademe under France 2030. 600 ha of hemp will be needed to supply the factory. Until a local hemp production chain is established, Biostructure will source mainly from the Grand-Est region.

In Brief

Paris City Hall supports hemp construction



Photo Credit: Mairie de Paris

On December 13th, Paris City Hall organized a press conference with InterChanvre and Construire en Chanvre to affirm its support for hemp concrete construction in social housing in Paris, as well as for the construction or renovation of Paris City buildings (about ten ongoing operations). Since 2020, the City of Paris has also chosen to use only geo-based or bio-based products for all its insulation work.

Renovation of the Small Stables at the Palace of Versailles

The project incorporates 20 cm IsoHemp hemp blocks as counter-walls, providing optimal thermal and moisture insulation. IsoHemp is a non-load-bearing bonded masonry product designed for building envelopes, partition walls, and insulating counter-walls. This project demonstrates the relevance of bio-based solutions in heritage restoration, reconciling historical preservation with improved energy and acoustic performance of buildings.

Plastics Industry

Intermediate vehicles, a potential market for hemp



InterChanvre participated in the 3rd intermediate vehicles trade show organized as part of the eXtreme Mobility Challenge, a France 2030-funded initiative to create new solutions to replace cars in daily travel. An intermediate vehicle is a passenger or cargo transport vehicle that falls between a bicycle and a car. As regulations for these vehicles are less strict than for conventional automobiles, the integration of new natural materials like hemp is easier, even though hemp already meets the strictest automotive plastics constraints, one of its main markets (12% of fibers are dedicated to this). This developing intermediate vehicle market, which promotes sustainable development values, could accelerate hemp integration in new composite forms. While it's too early to determine if this will constitute a new market for hemp, the potential is there!

Food Industry

A working group within UTC



The Hemp Processors Union (UTC), which brings together French hemp industrialists, is launching a working group on food. The aim is to pool the converging interests of French stakeholders to develop the hempseed market in human food. The first chosen focus is bakery-viennoiserie-pastry (BVP), an still underexploited market with high potential for hempseed integration in various forms (whole or hulled seeds, flour). A survey conducted in partnership with the French National Milling Association (ANMF) was sent to its members to gather feedback on their knowledge and interest in hempseed.

In the Field

Hemp in The Shift Project think tank report



On November 28th, The Shift Project, a French think tank working towards a carbon-free economy, published a report proposing a plan for low-carbon, resilient, and prosperous agriculture by 2050. For the first time, InterChanvre had the opportunity to write a contribution (p104-105) on industrial hemp, presented as an example of a biomaterial enabling the decarbonization of agricultural activities. Hemp is also cited as a plant with low water requirements, requiring few inputs, and having cleansing properties. This participation was made possible thanks to Diane Masure, board member of La Chanvrière, and Céline Corpel, agriculture referent for this report, who has grown hemp herself. A key point also emerges clearly in this report: the need to improve farmers' remuneration and give them the means to succeed in their agro-ecological transition. This confirms the relevance of InterChanvre's PSE approach.

Find the report here

The hemp industry's momentum recognized by the State



- On September 11, 2024, 12 new projects were selected as part of the **"First Factory" project call** from **France 2030**, which aims to accelerate successful industrialization by industrial startups or innovative SMEs. Among them, two hemp projects led by Planète Chanvre and GéoChanvre. **Planète Chanvre** will build a new hemp decortication factory in Aulnoy (Île-de-France) incorporating an innovative industrial process as part of a first site's technological expansion. Meanwhile, **GéoChanvre** is leading a project for a hemp straw and fiber processing unit in Lézennes (Bourgogne-Franche-Comté) using innovative patented technology. It should begin production in 2026. The company aims to multiply its turnover by six by 2031 and achieve a production capacity of 20 million m² of plant-based fabrics in four-meter widths.

- On December 26, 2024, Gâtichanvre, in partnership with the Gâtinais French Regional Nature Park, won the **First Edition of the ADEME Bioeconomy eXtreme Challenge**. €40,000 was granted to the Terre Chanvre Gâtinais project to support industry decarbonization by replacing lime with earth in hemp concrete manufacturing: in-depth study of local earth deposits, laboratory testing, and strategy development for this industry. In Normandy, **RDX Creation (Inno-Agri-Tex project)** is also among the winners. The grant will help prepare the industrialization of the process to transform hemp hurds into cellulose for textiles.

Economics

Launch of the Hemp PSE contract at Produrable trade show



InterChanvre launched its PSE (Environmental Services Payments) contract offer on October 9-10 at the Produrable trade show, which brings together the CSR (Corporate Social Responsibility) ecosystem. As a reminder, the offer addresses ten Sustainable Development Goals and is aimed at all companies wishing to leverage hemp's carbon, water, and biodiversity benefits for their environmental policy. A conference was held on October 9 featuring presentations by Franck Barbier (InterChanvre president), Nathalie Fichaux (InterChanvre director), Vincent Hannecart (CEO of Cavac Biomatériaux), Adnane Boualem (INRAE research director), Jean-Christophe Boris (CarbonScore founder and PSE consultant) and Joël Lagneau (InterChanvre executive officer). Over 140 contacts were established during this show, with strong enthusiasm for the initiative. To promote this PSE contract, Maxence Mutel was hired as a work-study Business Developer. Since its launch, more than 30 meetings have already taken place with prospects, business network leaders who can relay this offer, and organizations interested in how InterChanvre built this PSE contract.

[Access InterChanvre's PES page](#)

Original initiatives to raise funding



To launch its second processing plant to reach a production capacity of 16,000 t, **Planète Chanvre** is raising a total of €15M, of which €1M is reserved for citizens through the Lita.co crowdfunding platform until January 31 (with a minimum target of €600,000). As of January 27, €756,900 had already been collected. Lita.co specializes in supporting high-impact companies by selecting projects from organizations that meet one or more of the UN's 17 Sustainable Development Goals (SDGs).

Meanwhile, **Virgocoop** raised €200,000 in the second half of 2024 by offering €1,000 participating securities (a financial tool that allows for a 25% tax reduction). Subscribers are mainly individuals convinced by hemp-based textiles.

R&D

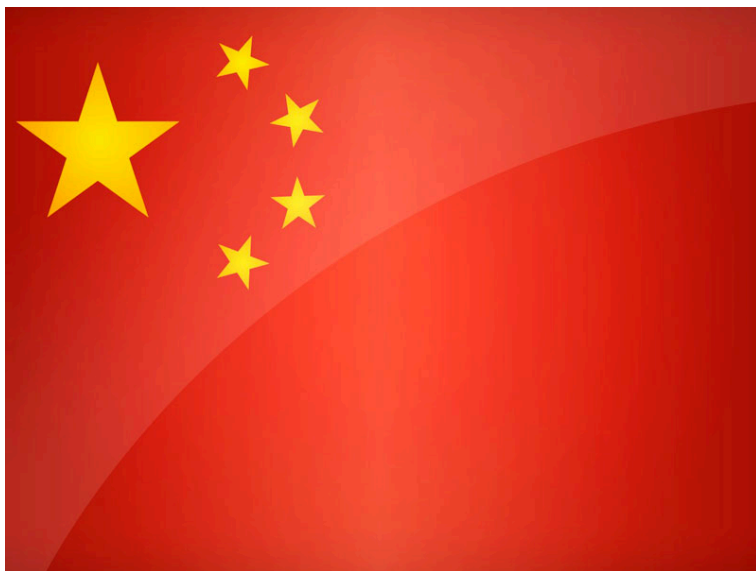
Chabler: a research project supported by Ademe



The Professional Rules for hemp construction set six criteria that hemp aggregate must meet to be validated for hemp concrete production. Among these is the mandatory light color, which excludes retted hemp hurds (which are gray). However, with the development of hemp use in the textile sector, a larger proportion of straw will be retted in the future. As the economic balance of the hemp industry is based on optimizing different markets, it's important to study the possibility of incorporating retted hemp hurds into hemp concrete without modifying its performance. The Chabler project aims to better understand hemp hurd retting and its correlation with hemp concrete performance. This project, which started in January 2025 for four years with €300,000 financial support from Ademe, is led by InterChanvre with FRD-Codem and Inrae-Fare as technical partners.

Beyond Borders

China: 40,000 ha of hemp for textiles



In China in 2024, 32,000 ha were planted (with a seeding density of 148 kg/ha compared to 40–50 kg/ha on average in France) for textile output according to Tom Gong of Hemp Fortex, a Chinese hemp textile production company, during the World Hemp Forum 2024 (industrial hemp meetings held in Troyes last November). In the northeast of the country, Heilongjiang province is dedicated to hemp textile production. Yunnan, where Hemp Fortex is headquartered, is also a province where this production is very active.

Communication

New website for InterChanvre



To showcase the industry's positive evolution, InterChanvre's website has been revamped, illustrating its connection to the land and its people in continuation of the "Portraits de Chanvriers" book. The Grow, Process, and Use tabs respond to different visitor profiles. The Resources and Publications tab centralizes infographics and documents including the newsletter. A page is also dedicated to the hemp industry's Environmental Services Payment (PSE) offer. *To visit it, click on the image above.*

Newsletter: we want your feedback



Launched in March 2018, InterChanvre's newsletter will soon celebrate its seventh anniversary. To consider its evolution, we would like to know your opinion on both its content and format.

Calendar

Upcoming

- **February 22 to March 2:** Agriculture Show in Paris on February 25 at a stand with Terres OléoPro (hall 2.2 stand B025) and throughout the show at the AgriExpo Bioeconomy Space (hall 2.2 stand D032). La Chanvrière will also be present from February 25 to 27 (hall 7).
- **February 26 to 28:** 14th International Wood Construction Forum in Paris (Grand Palais). Thanks to the geo and bio-based materials committee initiated by the hemp and wood industries 2 years ago, a space will be dedicated to geo and bio-based materials, including one for Construire en Chanvre.

Past Events

- **December 11:** InterChanvre attended the Oléopro 2024 Conference in Montrouge (92).
- **December 5:** Presentation by Gatichanvre, Planète Chanvre, Agrochanvre and InterChanvre to Vexin farmers to study the opportunity of structuring a local industry.
- **November 19 and 20:** Organized by the European Hemp Hub in Troyes, the World Hemp Forum gathered over 260 participants from various professions worldwide! This event was rich in learning, discoveries, and exchanges through roundtables on hemp applications, ecosystem visits, a research forum, exhibition stands, and business meetings. More information: <https://www.pole-europeen-chanvre.eu/world-hemp-forum/>
- **November 6 to 8:** Forum and General Assembly of the Alliance for European Flax-Linen & Hemp.
- **November 6:** Presentation by Construire en Chanvre and Wall Up on hemp construction and renovation in ERPs (Public Access Buildings) to 150 architects at AREP (SNCF's architecture, urban planning, design, engineering, programming, flow, consulting, and project management agency).
- **October 15:** InterChanvre presentation at ENSCI Design School in Paris as part of a textile hemp project.
- **October 9 to 10:** Produrable Show at the Palais des Congrès in Paris with the launch of Hemp PSE by InterChanvre during a conference on October 9.
- **October 7:** 3rd edition of the Low Carbon Real Estate Show (SIBCA) at the Carroussel du Louvre (Paris) with a presentation of new professional rules by Construire en Chanvre at the Wall'up stand.