

# Beto Bina

Co-Founder



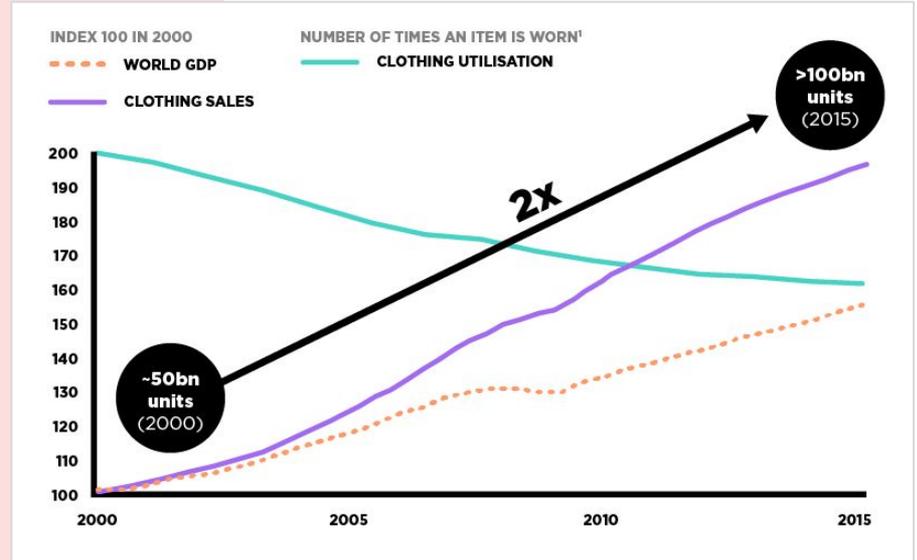
FARFARM

# THE PLAGUE

**Growth in  
consumption is  
outpacing  
sustainability  
improvements.**

*That happened with  
Transportation, Metal,  
Electricity, CPGs, etc...*

# And it's happening in the Fashion Industry.



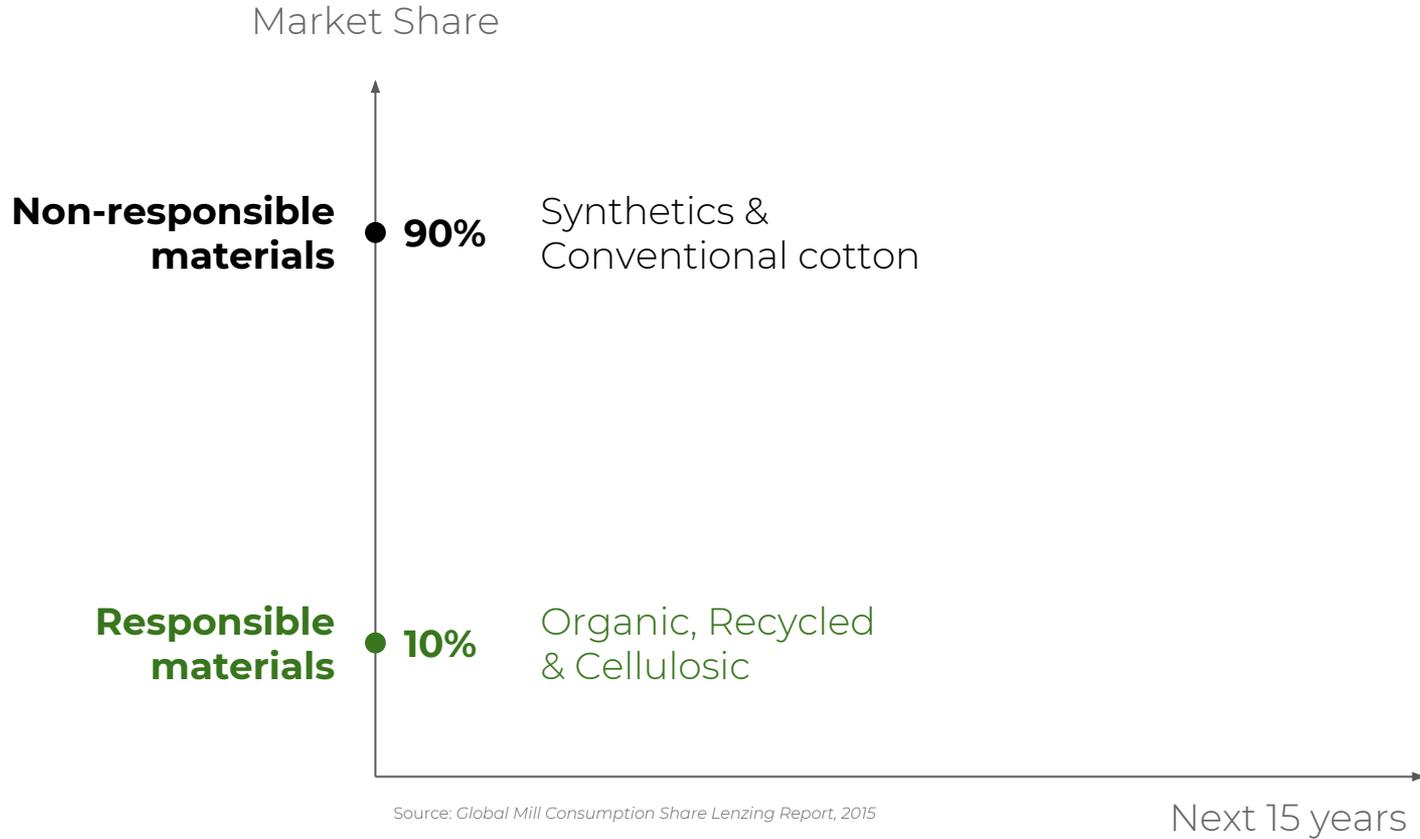
**Growth of clothing sales vs.  
Decline of clothing utilisation.**

***Instead of just trying to “do less bad,”  
we need to change the way we make  
and use clothes.***

***So that their production and use builds  
economic, societal and natural capital  
rather than depleting it.***

*-Ellen McArthur (The State of Fashion, 2018)*

# THE HOPE

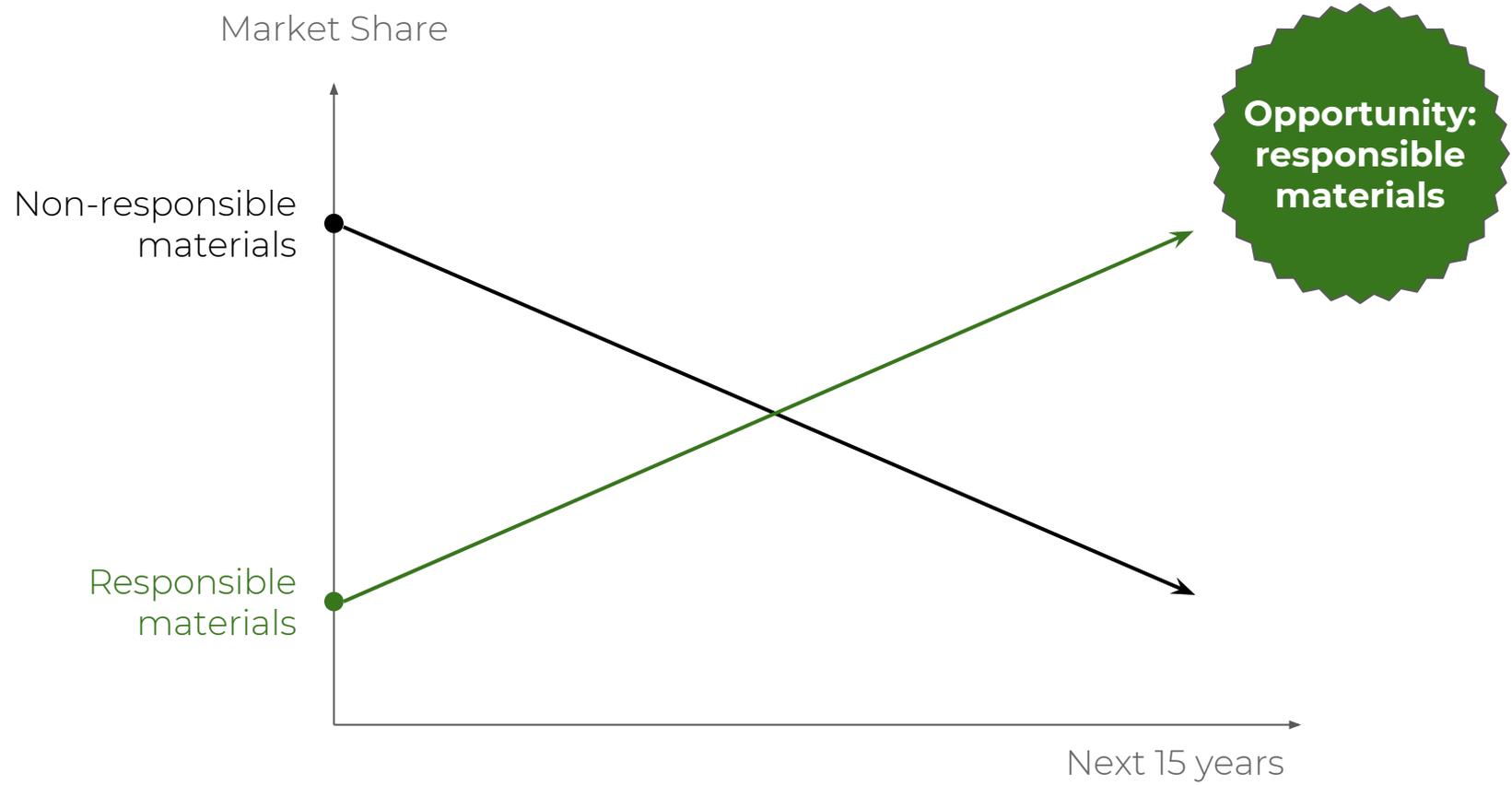


*Reduce carbon emissions by 50% and have 100% traceability and 100% compliance by 2025.*

KERING target

*Use 100% recycled or sustainable materials by 2030, and to become climate positive by 2040.*

H&M target



A black and white photograph of a young boy working in a textile factory. He is looking down at his work, which appears to be on a loom or similar machinery. The background is filled with industrial equipment and spindles, creating a sense of a busy manufacturing environment.

*“I’m kind of pessimistic when it comes to sustainability, compliance and traceability.”*

*Edward Hertzmann, Sourcing Journal President.*

***We are optimists!***

# AGROFORESTRY.

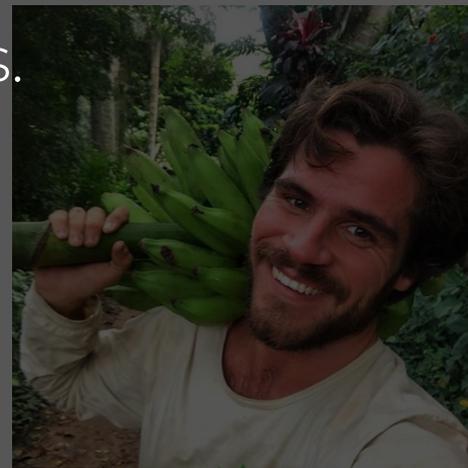
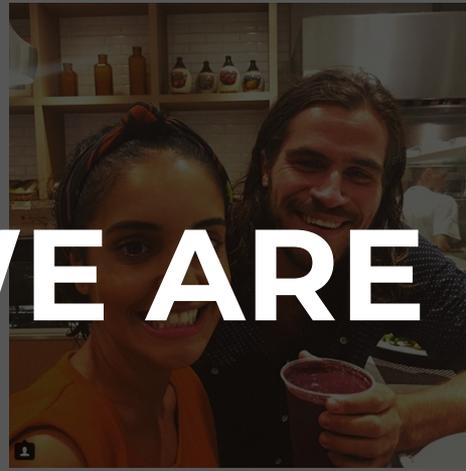
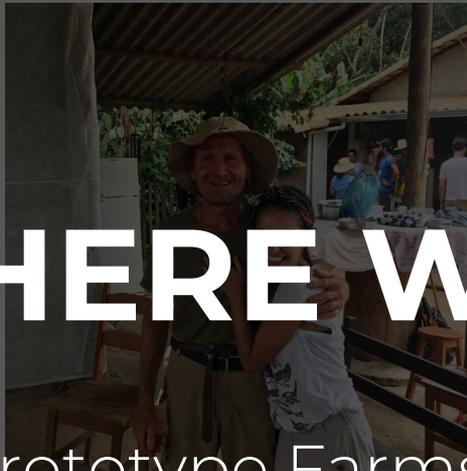
- No pesticides or fertilizers.
- Increase the amount of water.
- Sequesters 10-20 tons more carbon per ha / year.
- Increase crop diversity, income and food security.

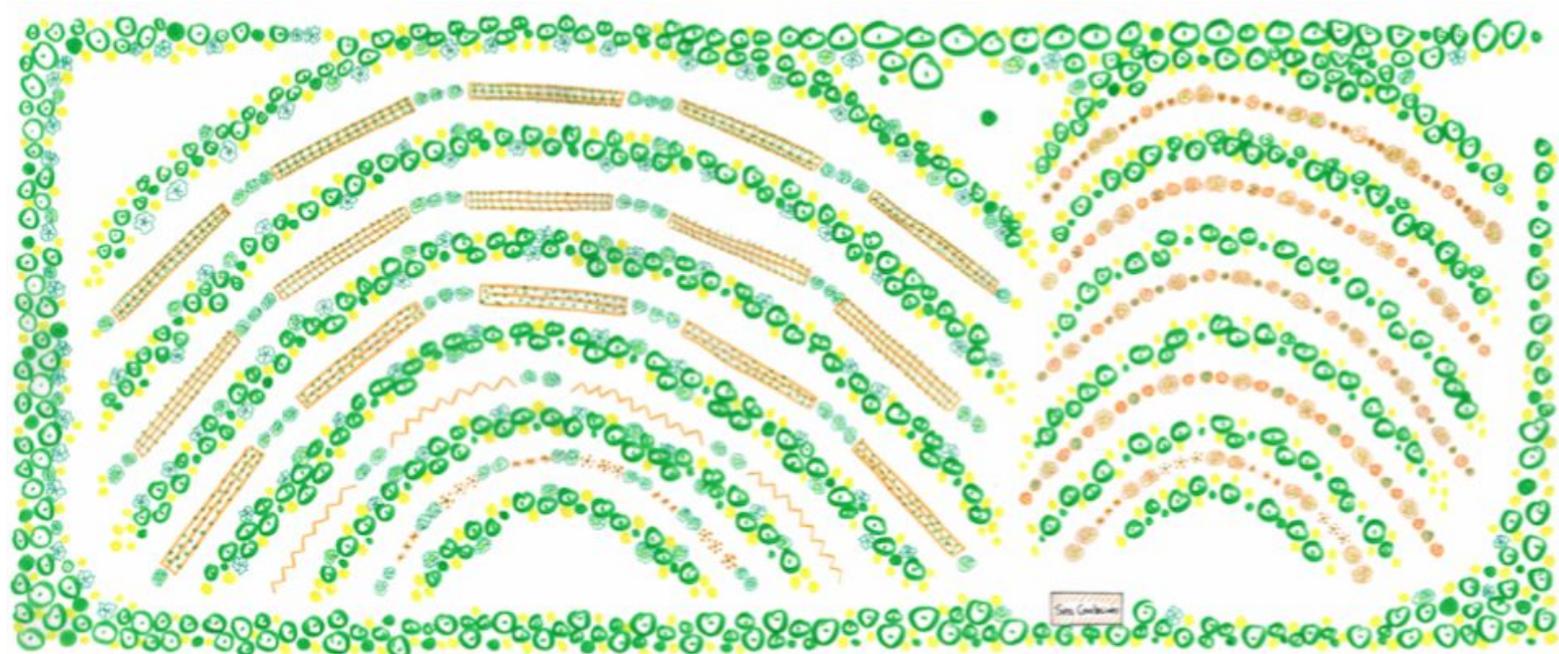
# TEXTILE AGROFORESTRY.

Cotton, Colored Cotton, Jute, Ramie  
(Nettle), Kapok (Paina), Kernza, Banana,  
Pineapple, Tucum and natural dyes.

# WHERE WE ARE

- 3 Prototype Farms.
- 3 Products Collabs with Designers.
- 20 trained community farmers.





Banana Algodão Juta Abacaxi Tucum Laranja Buriti Eucalipto Café Pau Brasil Açafrão Castanha do Pará

March, 2018 July, 2018



February, 2019    March, 2019













  
FARFARM











# THE FIBERS

## SYNTROPIC COTTON



## BRAZILIAN JUTE



# TUCUM



# BANANA



# JUPATI



**MULBERRY:  
ORGANIC & PRIMITIVE SILK**



# NEXT STEPS

# NEXT STEPS



## **BUSINESS CASE**

Collect data and create Business Case to expand Textile Agroforestry.

Collaborate with:  
**Farmers**



## **TRANSFORM**

Test and optimize fibers to get into the industry.

Collaborate with:  
**Mills**



## **DESIGN**

Develop products and build demand for natural fibers

Collaborate with:  
**Designers**

# WAYS TO ENGAGE



## **TEXTILE AGROFORESTRY**

Plan and implement a  
Textile Agroforestry

### **KPI:**

Data & Content  
regarding social and  
environmental impact



## **AGROFORESTRY FABRIC**

Use raw material to  
spin and weave a  
fabric

### **KPI:**

Quality fabric to  
develop a prototype  
product



## **PARTNERS FABRIC**

Supply designer with  
responsible fabrics  
from our partners

### **KPI:**

Supply fabrics to a  
brand with quality and  
scale.

# THANKS!

 /farfarm.co  
beto@farfarm.co  
www.farfarm.co





FARFARM