

SWISS
SILK

Building Value Chains in Sericulture - The Swiss Experience

Content

1. The Swiss project in a nutshell
2. Challenges and Opportunities in the Swiss context
3. How to create and manage interfaces between agriculture (cocoon producers) – proto-industry (raw silk) – industry (from thread to textile) – markets (end product) and consumers

The Swiss project in a nutshell

- History
 - Tradition dates back to 1250.
 - Economically important; 1856 were 560'000 high stem mulberry trees under production; 1914 last cocoon production.
 - 2009: Producers association (farmers and textile industry).
- Objectives
 - The silk production in Switzerland shall be reintroduced to create supplementary income for Swiss farmers and at the same time strengthening the Swiss textile industry.
- Status
 - 36 farmers (4'000 trees), 5 textile companies incl. marketing
 - 2012: > 1 box, 5,5 kg raw silk, successful weaving tests.
 - 2013: 3 – 4 boxes, raw silk for market entry in 2014

What makes the “Swiss case” challenging

- High salaries
- Shortage of land
- No research and know-how in cocoon production
- No government structures and support
- No venture capital
- Project setup is all on voluntary basis

→ Different approach is needed.



Where are the opportunities in the “Swiss case”

- High income structure of consumers
- Entrepreneurial agricultural structures
- Existing textile industry (oldest company dates back to 1730)
- High sensitivity for cultural heritage.

→ Existing potential



The “Swiss Silk way” of doing things

- Operate outside the “world market logic”
- Integrated supply chain from tree to textile.
- High end segment marketing
- Niche production (potential 1 - 10 tons of raw silk: up to 5% of Swiss need)
- Networking (know how, eggs, reeling, etc.)
- Economical thinking & “organic growth”
- long term perspective
- Consciousness of failing



How to create and manage interfaces between agriculture (cocoon producers) – proto-industry (raw silk) – industry (from thread to textile) – markets (end product) and consumers

Selected experiences from Switzerland

The Supply Chain

Agriculture

Mulberry saplings production

Mulberry leaf production

Silkworm egg production

Cocoon production

Proto Industry

Reeling, Re-Reeling

Throwing: winding, doubling, ...

Industry

Design

De-Gumming, dyeing, ...

Weaving, finishing

Sewing, ready made garments

Markets

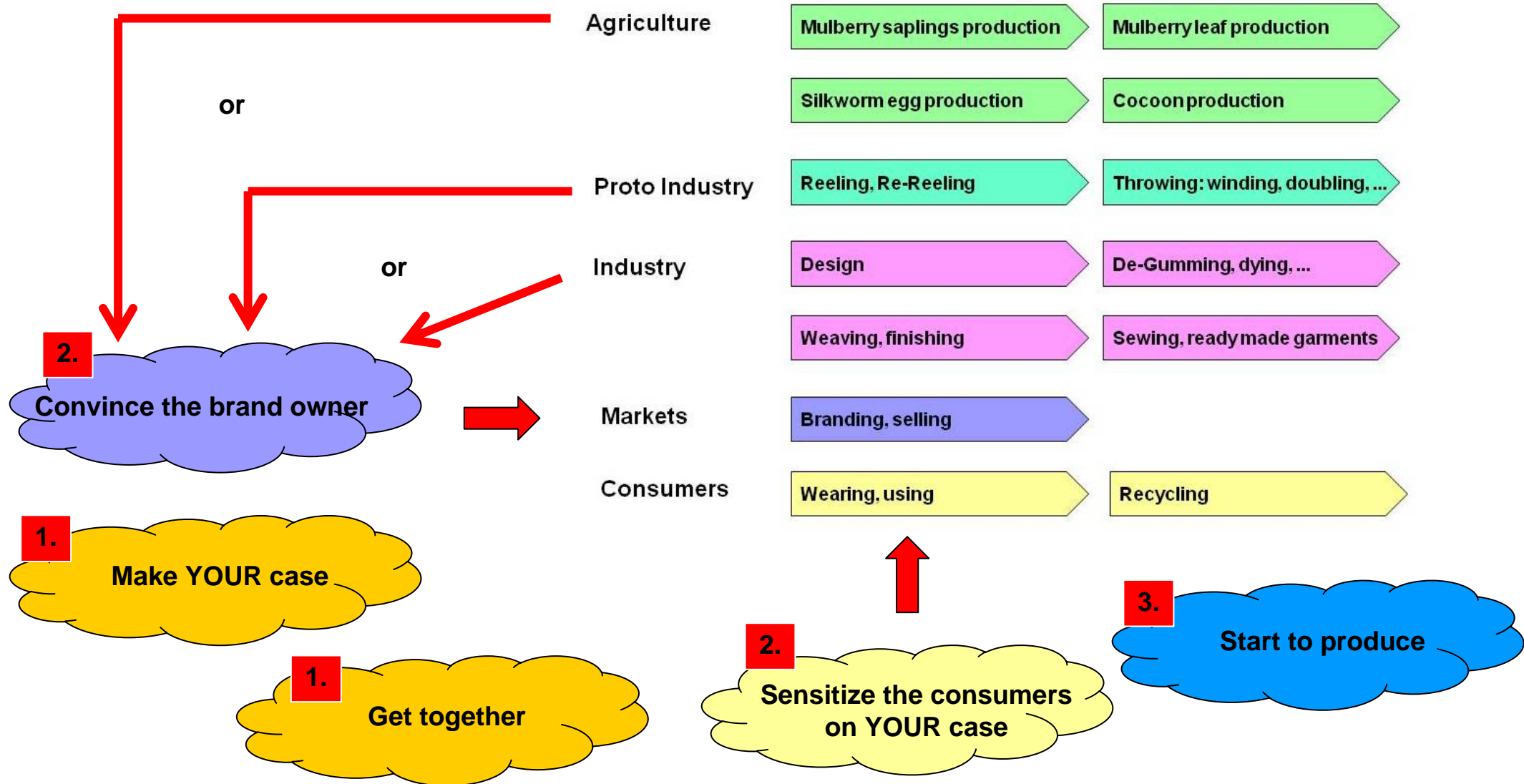
Branding, selling

Consumers

Wearing, using

Recycling

Market Access First



Integrated supply chain

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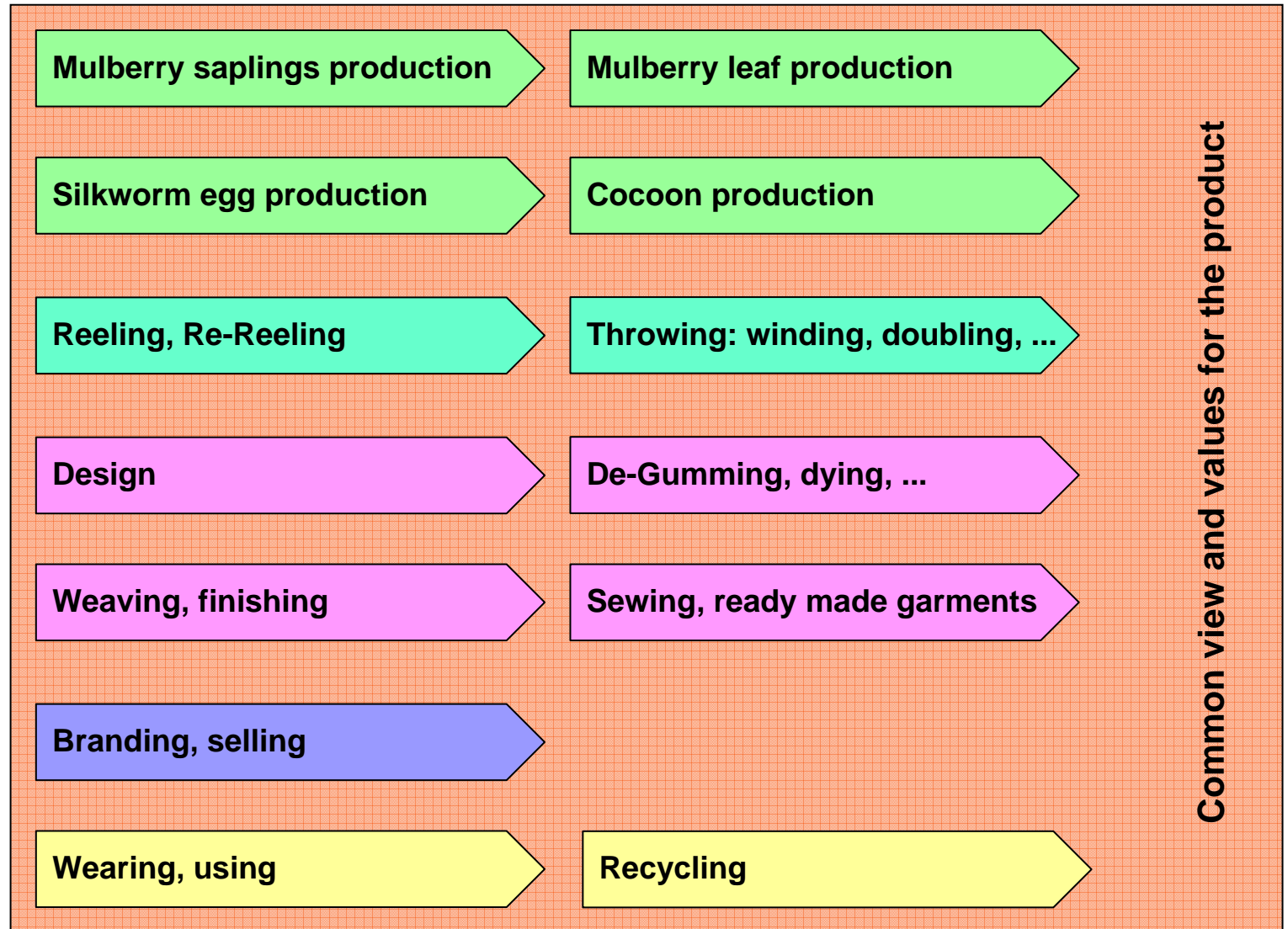
Branding, selling

Consumers

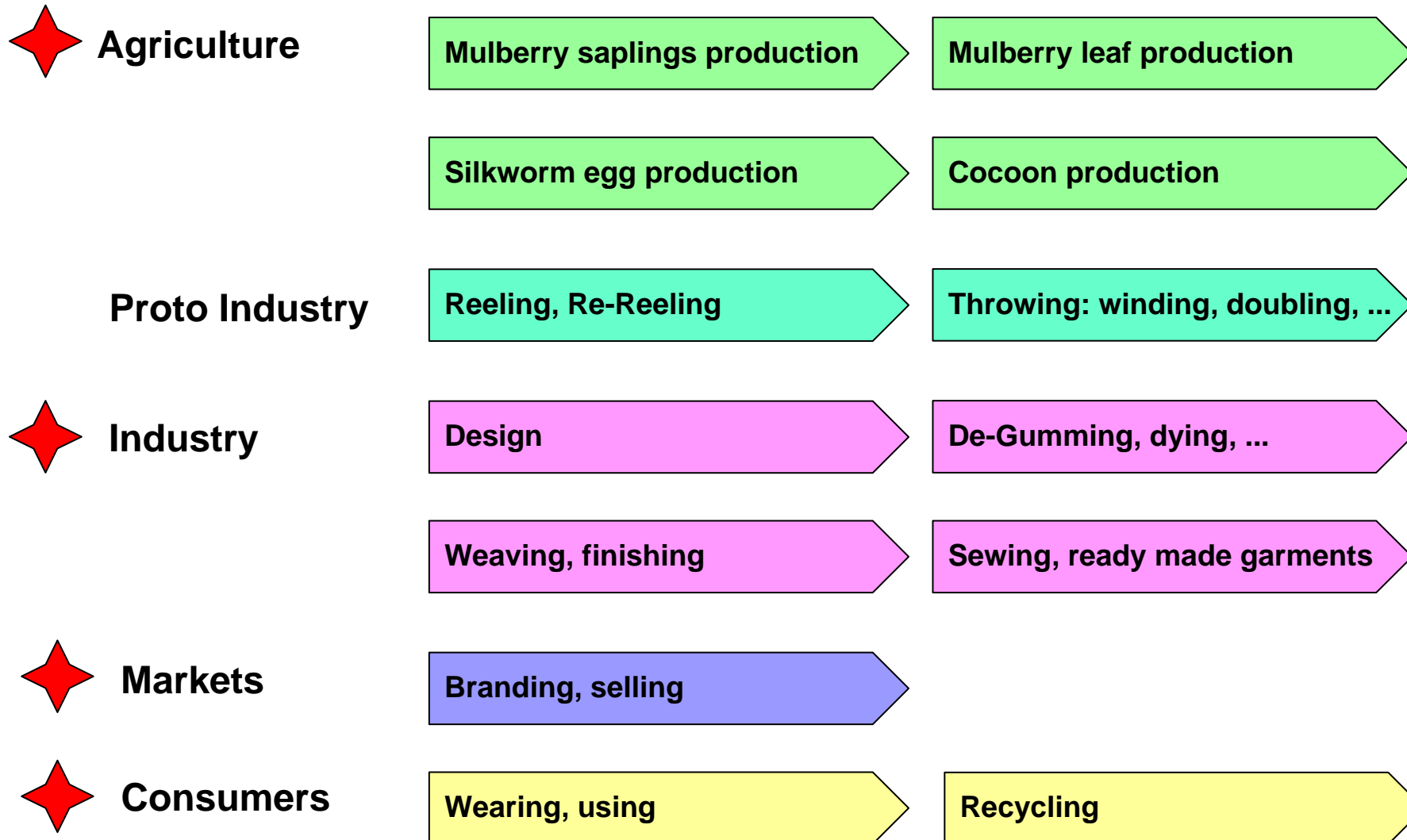
Wearing, using

Recycling

Common view and values for the product



Leadership in all sectors



Calculation “bottom up”

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Proto Industry

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Branding, selling

Consumers

Wearing, using

Recycling

Ownership of raw silk with “brand”

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Proto Industry

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De-Gumming, dyeing, ...

Weaving, finishing

Sewing, ready made garments

Markets

Branding, selling

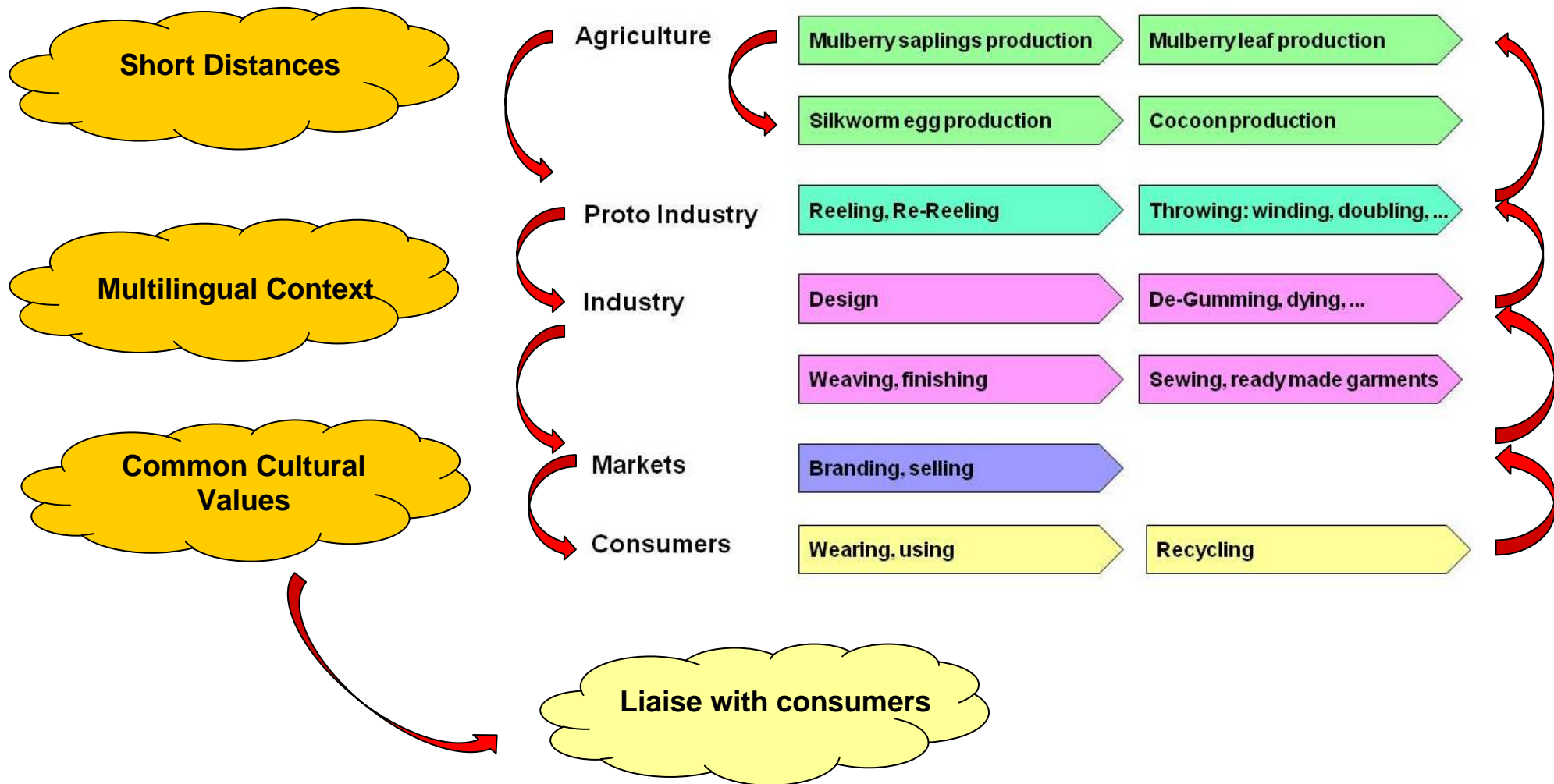
Entrepreneurial Responsibility

Consumers

Wearing, using

Recycling

Short ways, easy communication



How to build on the quality

Agriculture

Mulberry saplings production

Mulberry leaf production

Silkworm egg production

Cocoon production

Peer learning

Proto Industry

Reeling, Re-Reeling

Throwing: winding, doubling, ...

Industry

Design

Building trust among farmers
Peer learning events
Education and training
Get outside know-how
Measure and compare

...g, dying, ...

Weaving

Ready made garments

Markets

Branding, selling

Consumers

Wearing, using

Recycling

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Measure and compare

Spinning, dyeing, ...

Wearing

Ready made garments

Markets

Branding, selling

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How to build on the quality



How to build on the quality



How to build on the quality

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Applied Science

Markets

B

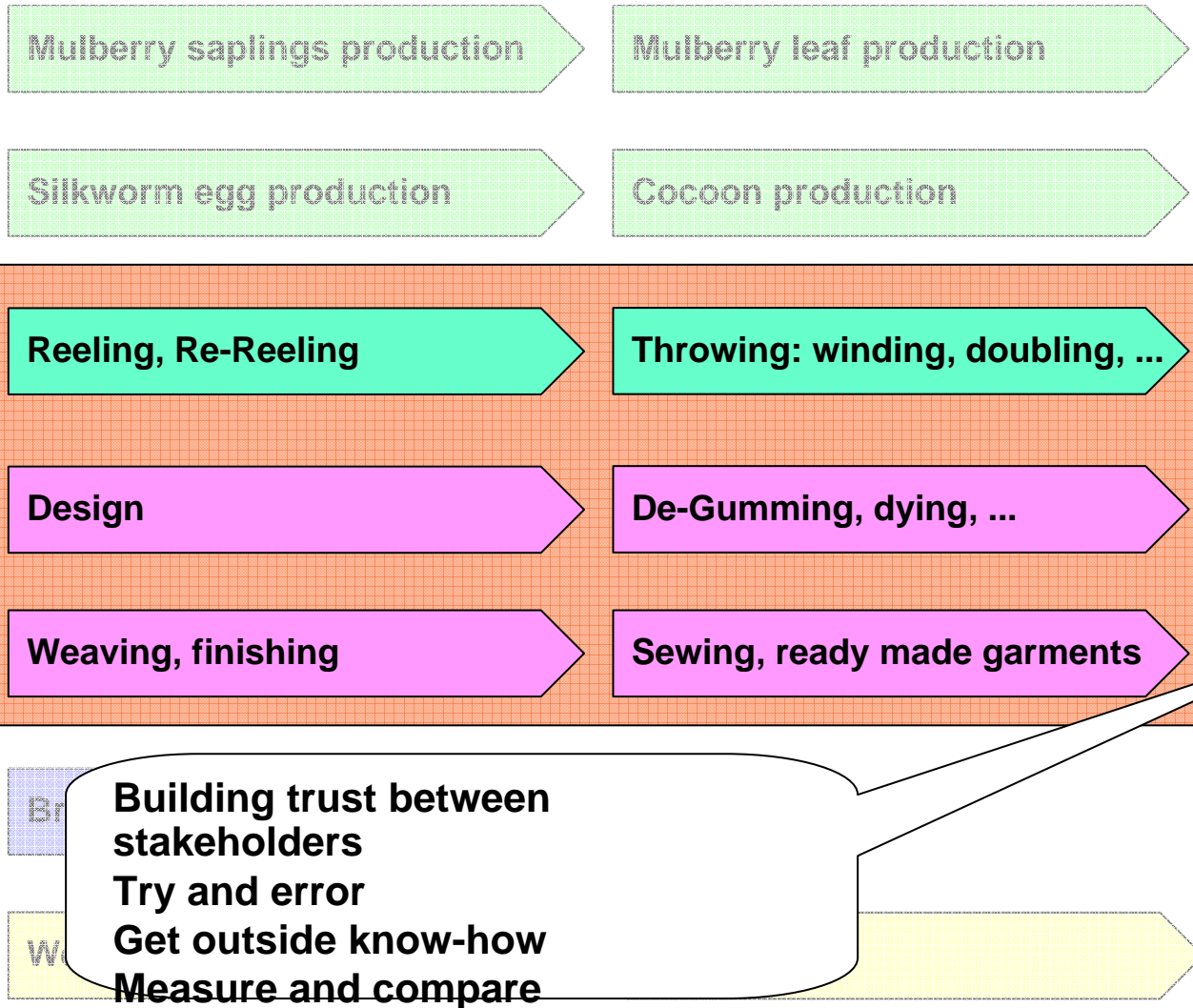
Building trust between stakeholders

Try and error

Consumers

W

Get outside know-how
Measure and compare



How to build on the quality

Agriculture

Mulberry saplings production

Mulberry leaf production

Try and error
Get outside know-how
Measure and compare

on production

Proto Industry

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Throwing: winding, doubling, ...

Industry

Design

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Weaving, finishing

Sewing, ready made garments

Applied Science

Markets

Branding, selling

Consumers

Wearing, using

Recycling

How to build on the quality

Agriculture

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Proto Industry

Customer relationship management
Feedback loops
Market research
Consumer rights organisations

Reeling: winding, doubling, ...

Industry

Spinning, dyeing, ...

Weaving, finishing

Sewing, ready made garments

Markets

Branding, selling

Consumers

Wearing, using

Recycling

Relationship

