

APPAREL AND ACCESSORIES

LVMH joins Circular Bioeconomy Alliance to promote agricultural sustainability in Africa

November 7, 2022

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate LVMH is one of several businesses and institutions participating in the Circular Bioeconomy Alliance (CBA) that uses a regenerative agroforestry system to develop sustainable cotton production in Africa.

Lake Chad in Africa has shrunk by 90 percent since 2001, largely due to traditional methods of water-intensive cotton production. To help to combat this, CBA has installed Living Lab, which employs alternative methods that are biodiverse, sustainable and regenerative.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

"LVMH has set the target to implement regenerative agriculture in all strategic supply chains and to preserve 5 million hectares by 2030," said Hlne Valade, LVMH environmental development director, in a statement.

"LVMH is proud to support its new project in Chad to preserve local biodiversity, fight climate change and desertification," she said.

Tree of life

Living Lab works with 500 farmers to plant timber and fruit trees alongside their cotton crops, providing the opportunity for extra income as well as food for personal use.

Per LVMH, Living Lab will construct tree nurseries that will provide planting materials. It will also facilitate access to various equipment, means of storage and technologies.

These trees provide further income sources with the fruit they bear and offer natural protection to the cotton, such as tall species of trees that mitigate what is called evapotranspiration, and further reducing water consumption.

By joining the CBA, which was founded by the United Kingdom's King Charles III and is part of the Great Green Wall Project, LVMH takes one step further toward its goals of sustainability and commitment to regenerative agriculture. This coincides with its own environmental program Life360.

The Living Lab will also promote help to create complementary crops such as pepper, maize and cassava.

"We are delighted to be in partnership with the Circular Bioeconomy Alliance, working together to restore biodiversity, heal degraded soil and strengthen local livelihoods through sustainable and resilient farming solutions," said David Miliband, president/CEO of the International Rescue Committee, in a statement.