



SWISS
SILK

Silk Production in Switzerland

An innovative Project of Swiss Farmers and the
Swiss Textile Industry

History

- Tradition dates back at least until 1250.
- Economically important (Banks, Chemical industry, Textile Industry)
- In 1785, 300'000 mulberry trees were planted alone in the area of Lausanne.
- Last Cocoon production before World War I in the southern part of Switzerland.
- 2009: Producers association (farmers and textile industry)



Aims & Objectives

- The silk production in Switzerland shall be reintroduced.
- Main aims are the creating of side income for Swiss farmers and at the same time strengthening the Swiss textile industry.



What makes the “Swiss case” challenging

- High salary structure
 - Shortage of land
 - No research and know-how in silk production
 - No government structures, no subsidies or any other support
 - No venture capital
 - Project setup is all on voluntary basis
- Free market approach.
- Different approach is needed.



Opportunities

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

→ Existing potential

Vereinigung Schweizer Seidenproduzenten



The Swiss Silk way of doing things

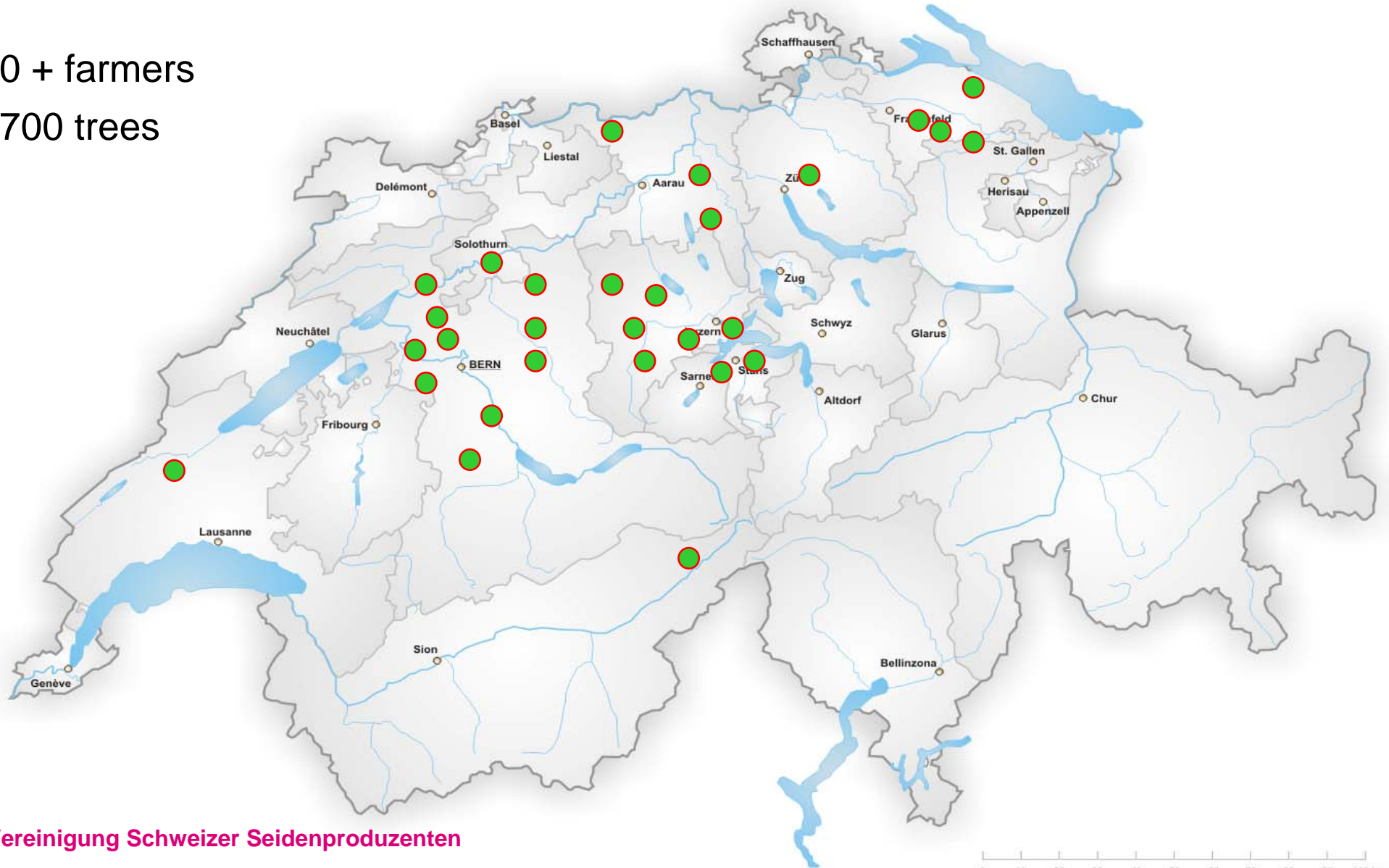
- Operate outside the “world market logic”
- Integrated supply chain from tree to textile.
- High end segment marketing
- Niche production (potential 10 tons of raw silk = 5% of Swiss need)
- Networking (know how, eggs, reeling, etc.)
- Economical thinking & “organic growth”
- long term perspective
-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



Project Status – Mulberry trees

30 + farmers

2700 trees

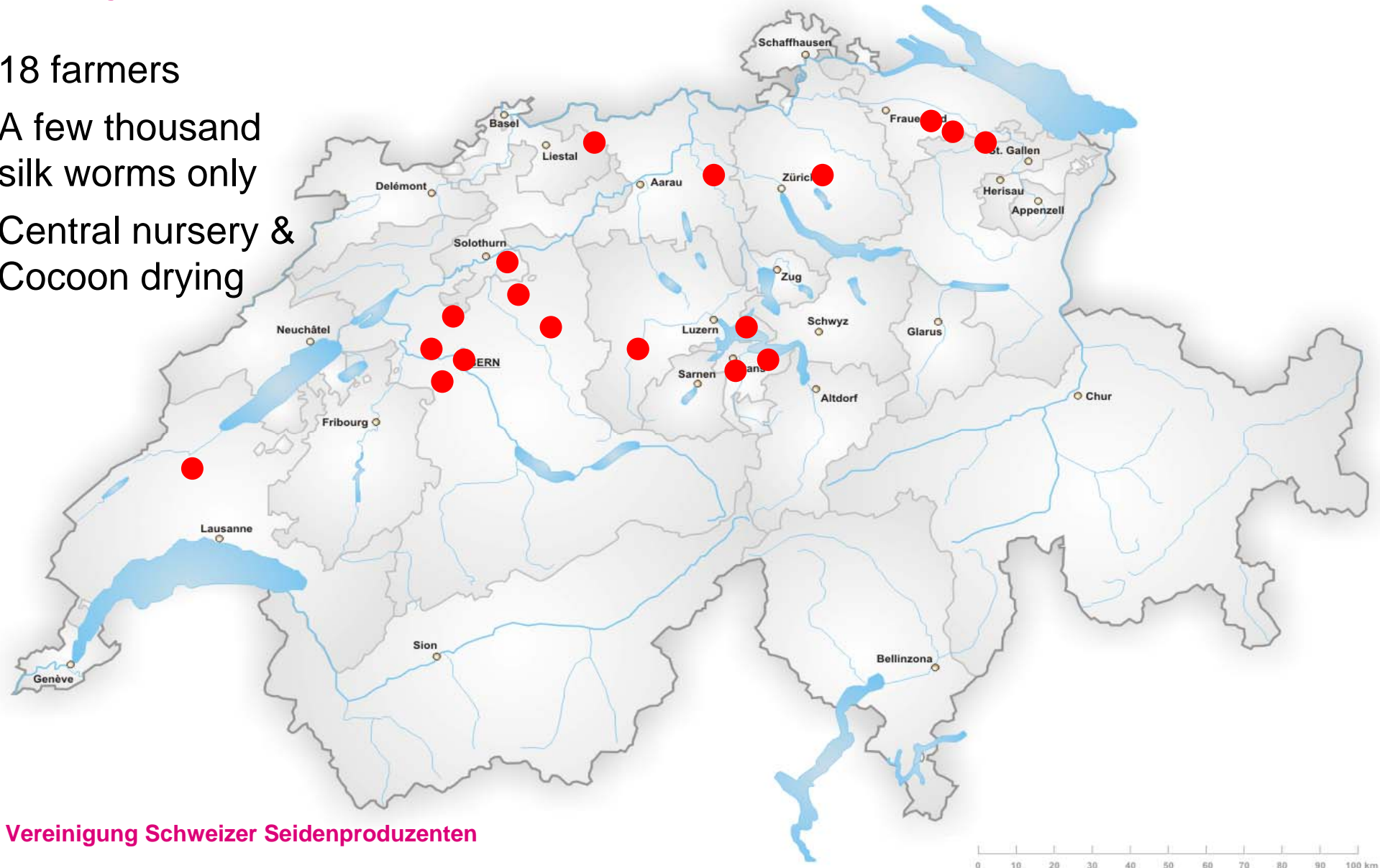


Project Status – Cocoon production

18 farmers

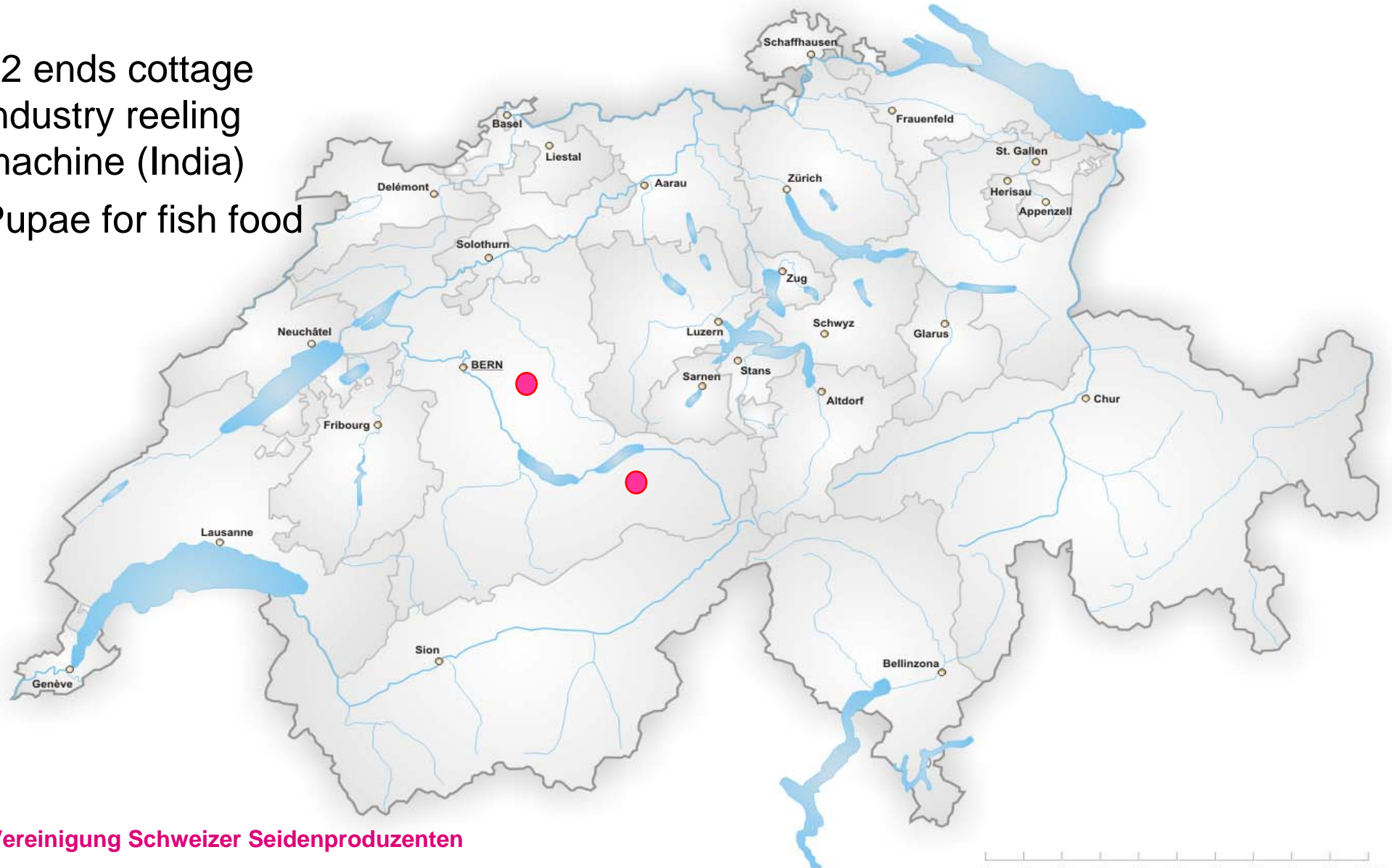
A few thousand
silk worms only

Central nursery &
Cocoon drying



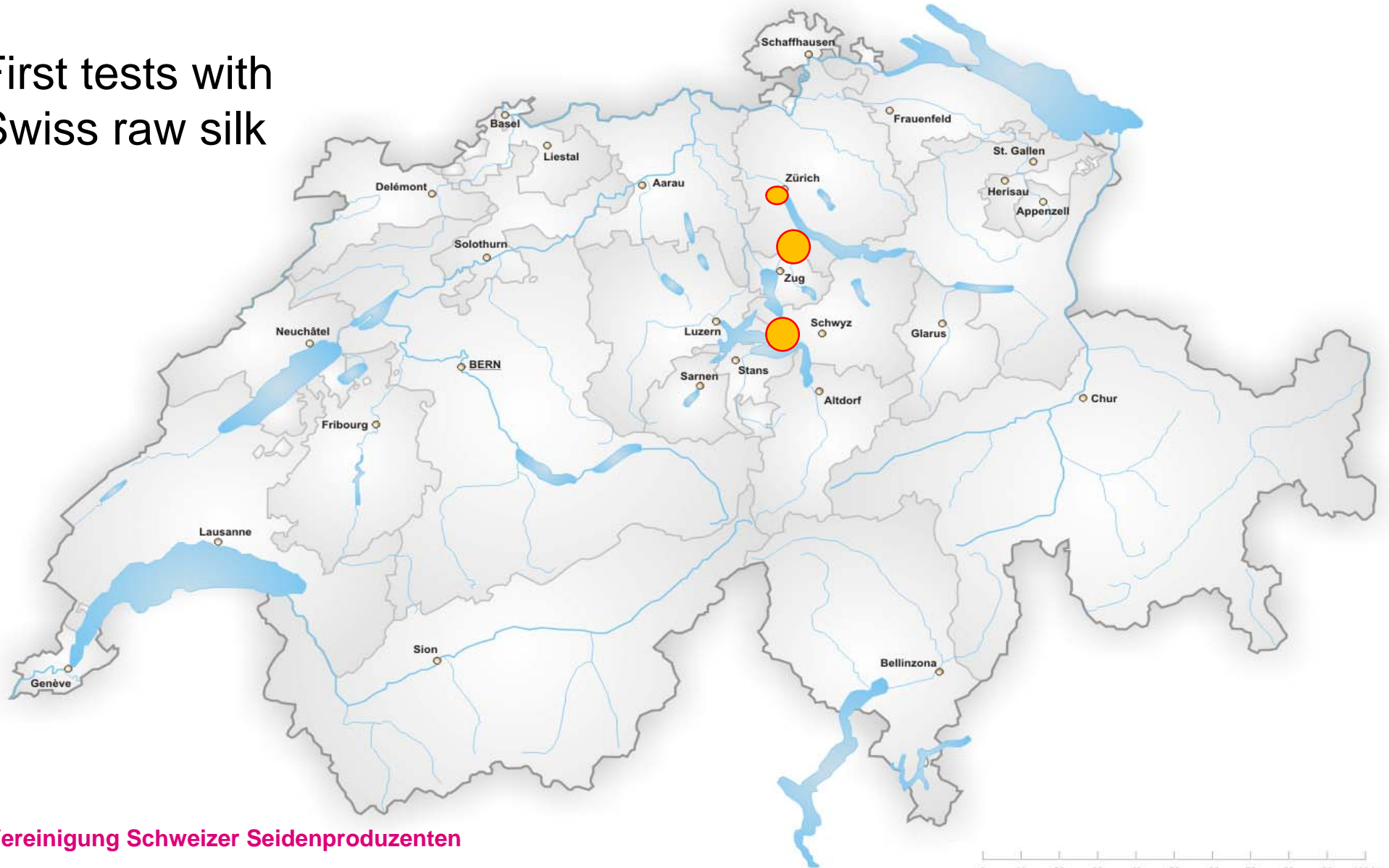
Project Status – Silk Reeling & Waste

12 ends cottage
industry reeling
machine (India)
Pupae for fish food



Project Status – Textile Production

First tests with
Swiss raw silk



Project Status – Other

- Integration in the agricultural system
- Networking (BACSA, India, etc.)
- High media coverage
- Public relation (Homepage, lecturers, student work, ...)
- Ecological standard
- Efficient Governance
- etc., etc., etc.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

"Don't aim for success if you want it; just do what you love and believe in, and it will come naturally".

David Frost



Model Calculation Necktie

- 100g Silk : → World market Price USD 6.—
 → Swiss Silk Price USD 30.—
 = difference: USD 24.--
- Retail Price today USD 100.—
- Retail Price in Swiss Silk: USD 124.—

Consumer Research

