

How Malva Ecofiber is Transforming the Bioeconomy





The Castanhhal Textile Company

- Located in the city of Castanhhal, at the Pará state, northern region of Brazil;
- 58 years company;
- Over 1000 employees;
- Leader in the production of yarns and fabrics made of jute and malva;
- Sustainable since 1966.





Beyond the factory...

- Production of natural fiber integrated with the Amazon biome;
- Culture of forest protection;
- Income generator for thousands of families in the Amazon region;
- Projects with riverside families;
- Castanhal Social;
- Encouragement of various industries to adopt sustainable materials.



Market and applications



SOLUTIONS IN PACKAGING FOR AGRIBUSINESS



INDUSTRIAL



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Market and applications



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Malva *(Urena Lobata)*



Jute



Malva



Native from the Amazon.
Content similar to jute.
Similar cultivation method to the jute cultivation, usually with taller stems and lighter fibers. They are used together and interchangeably in the industrial process.

From 1.300 to 1.500 Kg/ha

From 5 to 6% yield on green stem

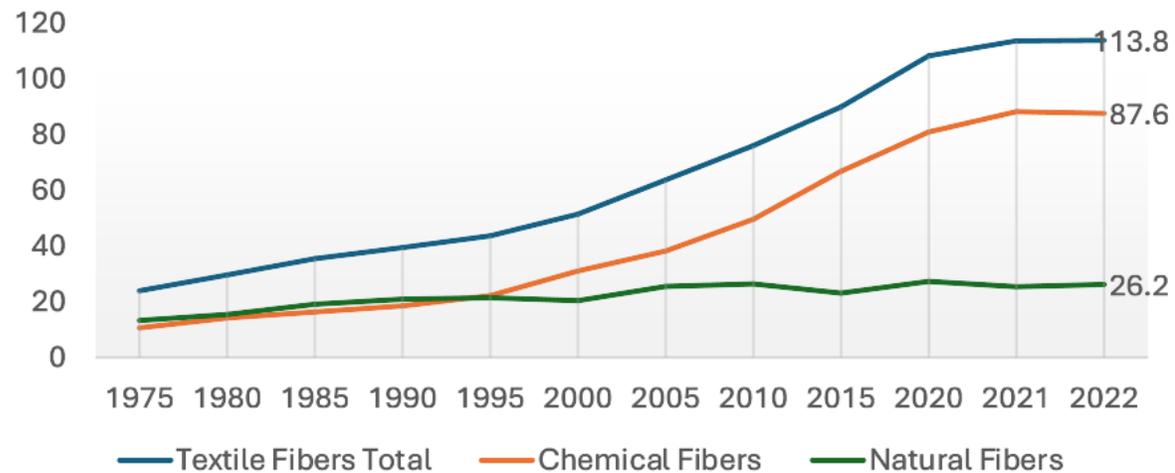
It incorporates the three pillars of the green economy: low carbon, rational use of natural resources, and socially inclusive.



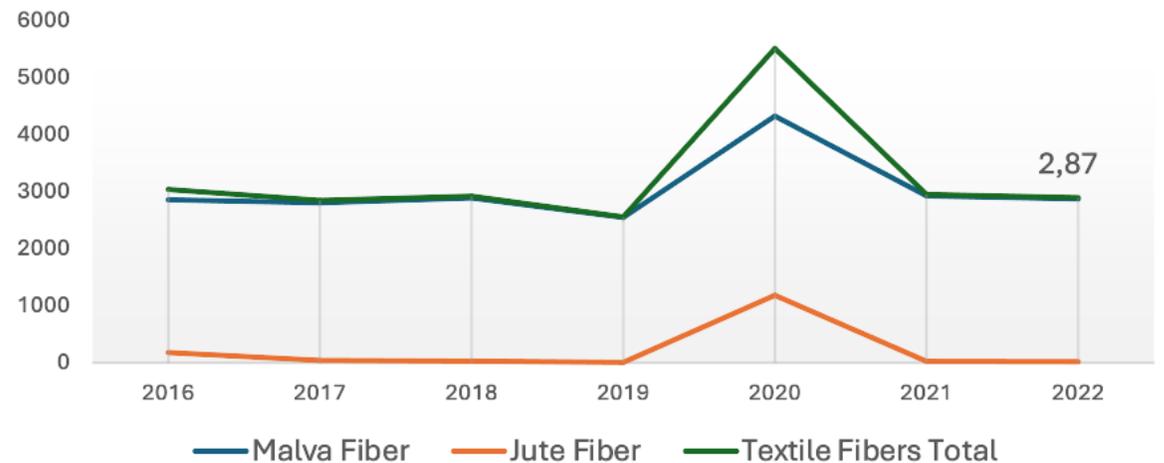
Production of Malva and Jute in Brazil



Global production of textile fibers of natural and chemical origin in 2022
(Production in thousands of tons)



Volume Produced of Malva and Jute Fibers (t)



Source: [Industrievereinigung Chemiefaser](#)

Fonte: Site IBGE

The Importance of Malva in the Amazon Region



**Employment
Generation**

**Economic
Diversification**

**Incentive of
the Local and
Regional
Trade**

**Farmers'
Income
Growth**

**Development
of
Infrastructure
and Services**

A person wearing a white long-sleeved shirt, dark pants, and a hat is walking away from the camera down a dirt path in a dense forest. The sun is shining brightly through the trees, creating a lens flare effect. Overlaid on the image is a circular diagram with four colored boxes connected by thin lines. The boxes contain the following text: 'Carbon Capture' (orange), 'Forest Preservation' (yellow-green), 'Soil Quality Maintenance' (green), and 'Sustainable Agricultural Practices' (dark green).

**Carbon
Capture**

**Sustainable
Agricultural
Practices**

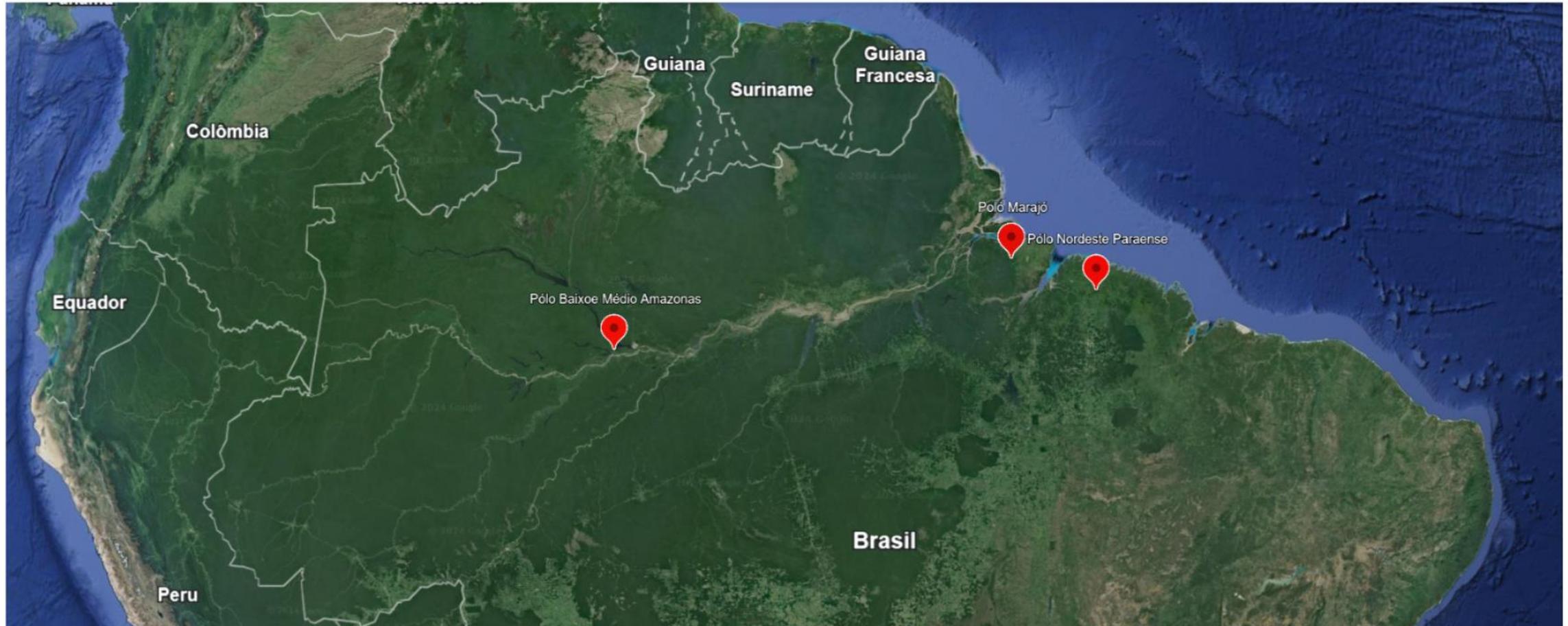
**Forest
Preservation**

**Soil Quality
Maintenance**

How are we progressing?



Currently, Castanhal operates in three hubs with projects to encourage the production of malva fiber.



Northeastern Pará Hub

Objective: Development of natural fiber seed production in the state of Pará.

Target: Resumption of the malva and jute cultivation recovery plan in Pará, ensuring production between 15 to 20 thousand tons. Ensure seed supply to local producers, guarantee traceability of the produced seed.

Social Context: Income Generation for thousands of local and regional producers.

Geographical Scope: 10 different cities.

Next Steps: Local social-productive diagnosis, Installation of demonstrative units, registration of producers for the 24/25 planting cycle.



Marajó Hub



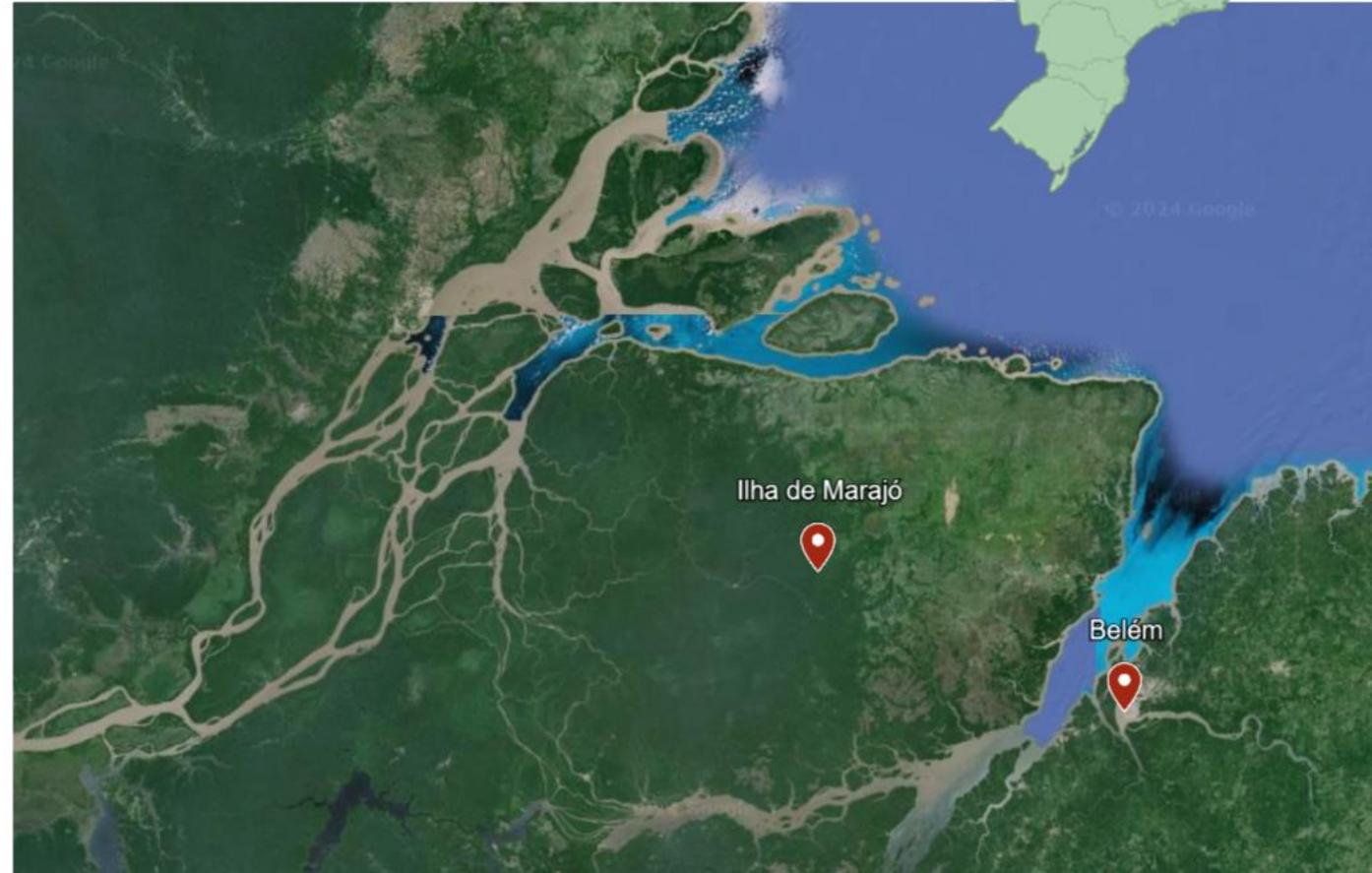
Objective: self-sufficiency in the production of natural fiber in Pará.

Target: Spark local interest and empower producers to cultivate malva fiber in the region.

Social context: Promote productive inclusion, generate employment and income for producers and their families.

Geographical Scope: 8 communities.

Next Steps: Restructuring of local partnerships, Mapping and active search for producers for the 24/25 planting cycle.



Lower and Middle Amazon Hub



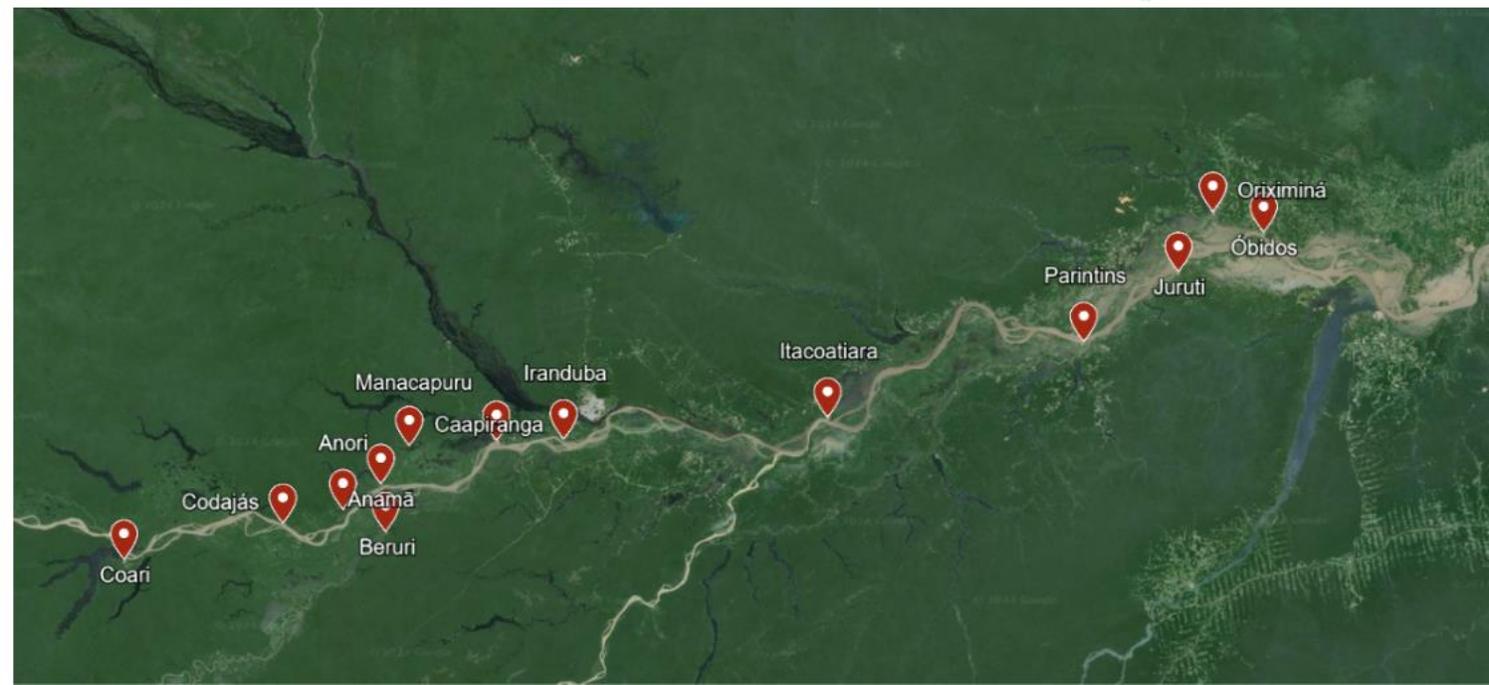
Objective: Production of fibers (both malva and jute) to supply the demand.

Target: exponentially increase malva production and obtain higher quality fiber

Social Context: Generate employment and promote income generation for the members of the communities.

Geographical Scope: 13 cities in the central Amazon mesoregion.

Next Steps: Update of the local productive scenario focused on malva cultivation, restructuring of local partnerships, qualification of producers supplying raw materials, mapping and active search for producers for the 24/25 planting cycle.





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