


Title of case study	More resilient fibers to replace cotton
Name of organization(s)	Naturally Advanced Technologies (NAT)
Business sector	Science and Technology
Region(s) relevant to case study	<input type="checkbox"/> All regions <input type="checkbox"/> Africa and the Arab States <input type="checkbox"/> Asia and the Pacific <input type="checkbox"/> Caribbean and Central America <input type="checkbox"/> Europe <input type="checkbox"/> Least Developed Countries <input checked="" type="checkbox"/> North America <input type="checkbox"/> Polar regions <input type="checkbox"/> Small Island Developing States <input type="checkbox"/> South America
Country(s) relevant to case study	Canada
Adaptation sector(s) relevant to case study	<input type="checkbox"/> Business <input type="checkbox"/> Education and training <input checked="" type="checkbox"/> Food security, agriculture, forestry and fisheries <input type="checkbox"/> Human health <input type="checkbox"/> Oceans and coastal areas <input type="checkbox"/> Science, assessment, monitoring and early warning <input type="checkbox"/> Terrestrial ecosystems <input type="checkbox"/> Tourism <input type="checkbox"/> Transport, infrastructure and human settlements <input type="checkbox"/> Water resources <input type="checkbox"/> Other (please specify):
Adaptation activity	<p>The dramatic price surges in cotton or sugar demonstrate how climate instability contributes to market risks. Prices for such commodities hit 30-year highs in 2011, as drought ravaged cotton crops in Texas, and floods and a cyclone inundated sugarcane in Australia.</p> <p>These price shocks reverberate throughout the supply chains of interdependent global markets, sending costs higher for companies such as Levi Strauss & Co. and Hanesbrands Inc., which rely heavily on cotton.</p> <p>Naturally Advanced Technologies Inc. (NAT), based in Vancouver, British Columbia, is committed to unlocking</p>

	<p>the potential of renewable and environmentally sustainable biomass resources from flax, hemp and other bast fibers.</p> <p>NAT, through its wholly owned subsidiary CRAiLAR® Fiber Technologies Inc. and in collaboration with Canada's National Research Council and Alberta Innovates - Technologies Futures, has developed proprietary technology to process bast fibers such as flax and hemp, cellulose pulp, and the resulting by-products. CRAiLAR® technology offers a cost-effective, environmentally sustainable processing solution expected to result in products with increased performance characteristics applicable to the textile, energy, composite materials, and auto, marine and aerospace industries.</p> <p>NAT is partnering with major cotton customers to demonstrate that these cheaper, more resilient fibers can better withstand climate variability and are viable replacements for cotton.</p>
<p>Cost-benefit</p>	<p>Founded in 1998, NAT adheres to a "triple bottom line" philosophy, respecting the human rights of employees, the environmental impact of the Company's operations and fiscal responsibility to its shareholders.</p> <p>The demand for more resilient, high-performing fibers from crops that can withstand the impacts of climate change provides a growing business opportunity and market for NAT's technologies.</p>
<p>Case study source(s)</p>	<p>Turn Climate Change Risk Into Business Opportunity (WRI Insights)</p> <p>Naturally Advanced Technologies website</p>
<p style="text-align: center;">CLICK FOR MORE INFO</p> <p style="text-align: center;"></p>	