



International Tobacco Growers' Association

# The FCTC: From Consumption to Production

**António Abrunhosa**

C.E.O. Of the International Tobacco Growers' Association  
(ITGA)

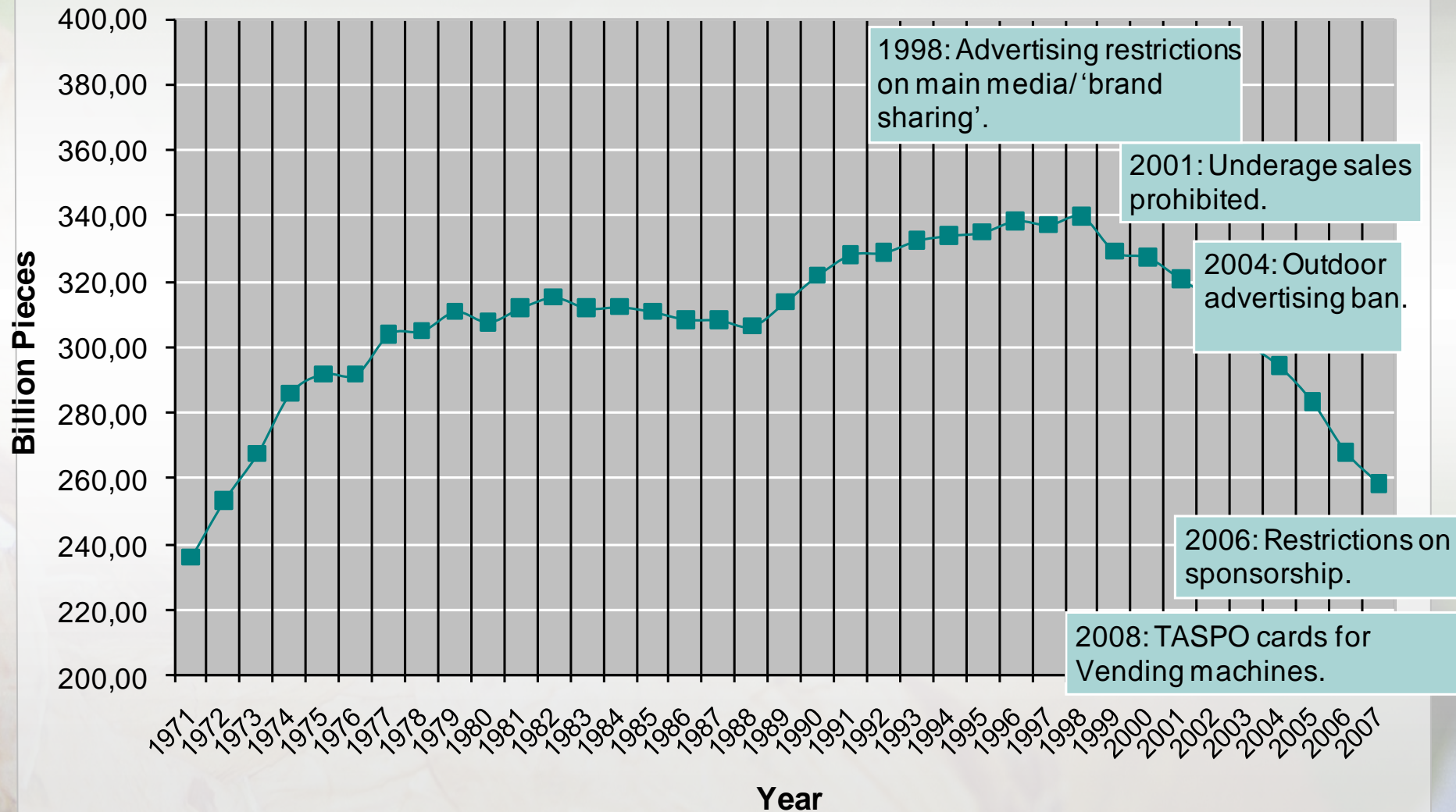
**Krakow, 15<sup>th</sup> October 2010**

# Impact of Tobacco Control Measures





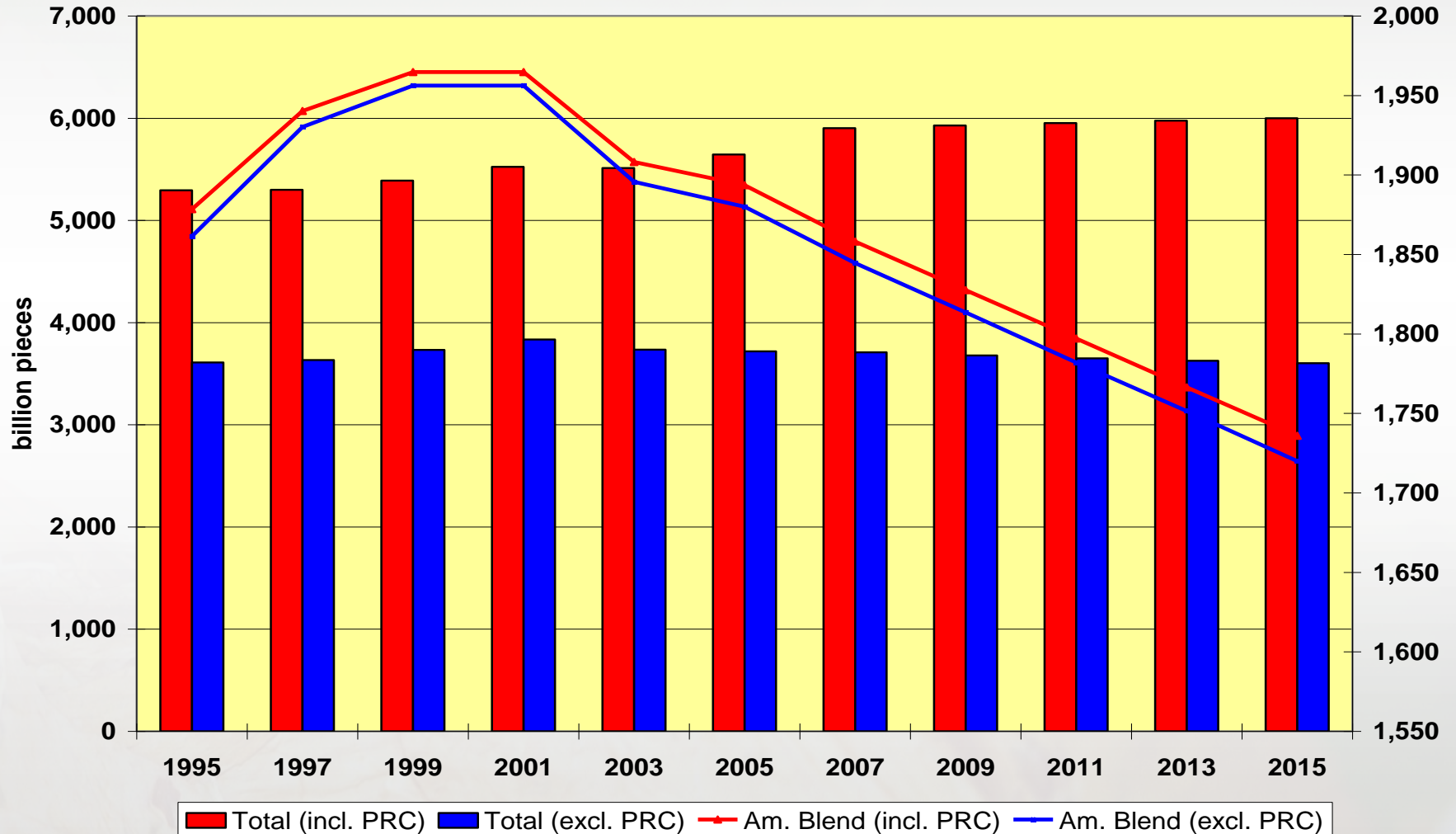
# Impacts of Anti-Tobacco Legislation & Tax Increases in Japan





# Global Cigarette Consumption

Total & American Blend consumption





International Tobacco Growers' Association



**F C T C**

WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL



# FCTC : Background

The World Health Organization's (WHO) Framework Convention on Tobacco Control (FCTC):

- ➡ Work began in **1999**;
- ➡ Entry into force: 27 February **2005**;
- ➡ Signatories to the Convention Today: **171**.



**FCTC**  
WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL

# : Key Provisions:

- ➡ Elimination of Advertising and Promotion;
- ➡ Protection from Environmental Tobacco Smoke (Smoking Bans);
- ➡ Larger health warnings (30-50%):
- ➡ Pictorial warnings;
- ➡ Ingredient disclosure/ approval;
- ➡ Prohibition of sales to minors (age verification, elimination of vending machines, etc.).
- ➡ Price and tax measures to reduce consumption;
- ➡ Combat illicit trade (INB).



# : Grower-relevant Debates

- ▶ **Articles 9&10** – the ingredients debate gathers momentum and threatens growers' livelihoods;
- ▶ **Draft Protocol on Illicit Trade in Tobacco Products:** admin burden via record-keeping (“*except for traditional growers working on a **non-commercial basis***”) and licensing of growers (“*except for **traditional small-scale growers, farmers and producers***”).
- ▶ **Articles 17&18** - Economically sustainable alternatives to tobacco growing.





**: Grower Focus not new**



## **Article 17: Removed after ITGA Lobbying**

**“Elimination of tobacco subsidies and provision of government support for other economically viable activities**

Each Party undertakes to phase out, with the view to **eliminating subsidies**, including **tax exemptions, loans** and **rebates**, for tobacco growing and manufacturing of tobacco products.”

- ➡ **COP 1, Geneva, 6-17 Feb. 2006: Creation of *ad hoc* study group on alternative crops;**
- ➡ **COP 2, Bangkok, 30 June-6 July 2007 - Study group recommendation:**

“There is a **huge research gap that needs to be filled** related to the health effects of tobacco growing (**green tobacco sickness** in particular), the testing of **cotinine** presence in farmers and the environmental (**deforestation, toxicity, soil depletion**, etc.) and socioeconomic (**child labour, opportunity cost of tobacco growing**, etc.) impacts of tobacco growing.”

A/FCTC/COP/2/11

- *“Considering that hundreds of thousands of families, particularly in developing countries, are engaged in tobacco agriculture and that, in a medium to long term, there is likely to be a reduction in demand for tobacco products”, a study group on alternative crops is established (COP/1/2006/CD ).*
- Soon comes admission that for WHO ‘diversification’ means crop substitution (**A/FCTC/COP/2/11**).
- This is followed by the re-branding of the study group to “economically viable alternative activities”, i.e. livelihoods approach.



- ▶ Working group 2 initially picked up ITGA's recommendation (A/FCTC/COP/2/11 - 9 May 2007):  
***“Research is needed to explore the comprehensive uses of tobacco leaf, including its use for purposes other than the currently consumed tobacco products (alternatives to alternatives).”***
- ▶ Draft proposed policy options after Ghana meeting (FCTC/COP/WG17-18/2/6 & FCTC/COP/4/9): ***“All research initiatives which promote growth of tobacco crop aiming at improving the quality and export potential must be curtailed [...]. Likewise, it is key to discourage research on alternate use of tobacco, as it will provide opportunities for continuation of tobacco crop.”***



# : New Arguments

- **Reduction of areas under tobacco:** “Parties should also agree to gradually reduce the net sown area and take steps to redefine the role of the institutions/ boards formed for promotion of tobacco / tobacco products over a period of time.”
- Coordinated reduction of supply as to **counteract production shifting to other countries** to meet demand.
- **“Rehabilitation” of growers** wanting to continue in tobacco.

# What are the Concerns?

- ▶ The increasing impacts and encroachment of health legislation on tobacco production, without dialogue:
  - Artificially interfering with the market's natural demand/ supply mechanism;
  - Inflating costs along the supply chain, eventually impacting on growers;
  - Creating administrative burden and opening the door to corruption;
  - Increasing impacts and encroachment of health legislation on tobacco production;
  - Pitching arguments against tobacco growing.

# The Growers' Voice

- Informing of governments and ministries during FCTC negotiations;
- Monitoring of the development of the FCTC, protocols, annexes, study and working groups and awareness raising of members;
- Lobbying of governments and ministries directly and through members;
- Facilitation of a round table on the future of tobacco in Malawi;
- Pressure on FCTC Secretariat led to public hearing in Brasilia;

# The Growers' Voice

- Coordination of joint growers' action in the main tobacco growing countries: USA, Asia, Latin America, European Commission and EU governments (the latter with Unitab);
- Joint declaration by African tobacco producing countries that consolidated COMESA support;
- Publicising of WTO member country protest against C32 Bill on ingredients;
- Petition with more than 100.000 signatures being taken to Uruguay, COP4;



# The Growers' Voice

- ➡ The ITGA and Unitab are the only organizations that have been able to make themselves heard by governments and public institutions;
- ➡ Continued monitoring, awareness-raising, denouncing of undemocratic approaches and the building of relationships;
- ➡ Need for concerted action by the sector;
- ➡ ITGA observer status currently being reviewed.

# Final Thought ...

- ➡ **COP 4, 15-20 November 2010 in Punta del Este, Uruguay, will be decisive.**
- ➡ **Overregulation by the WHO will continue and so will growers' resistance to it.**



**Thank You for Your Attention.**

**[a.abrunhosa@tobaccoleaf.org](mailto:a.abrunhosa@tobaccoleaf.org)**