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Evolution and Perspectives of EU Tobacco Growing

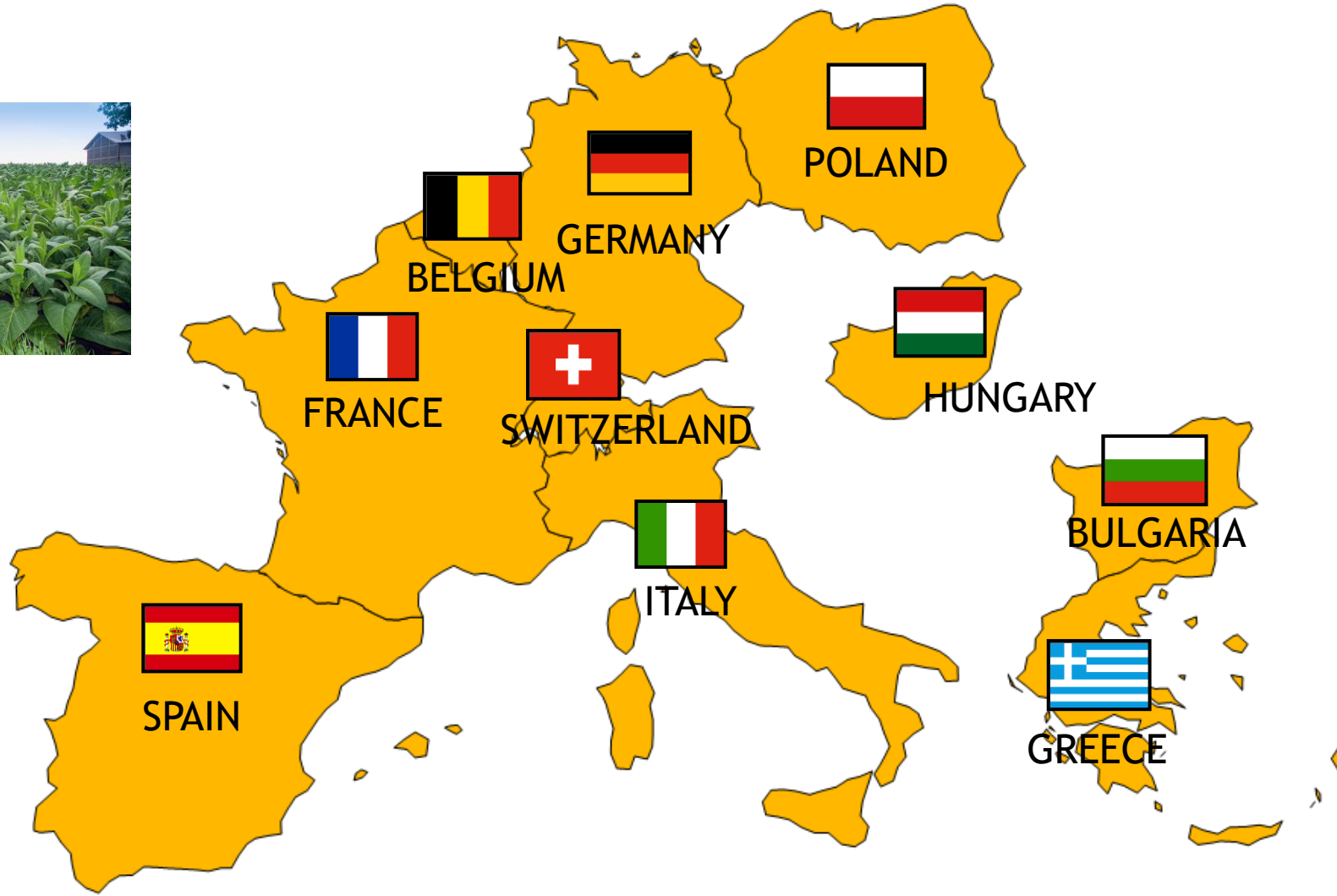
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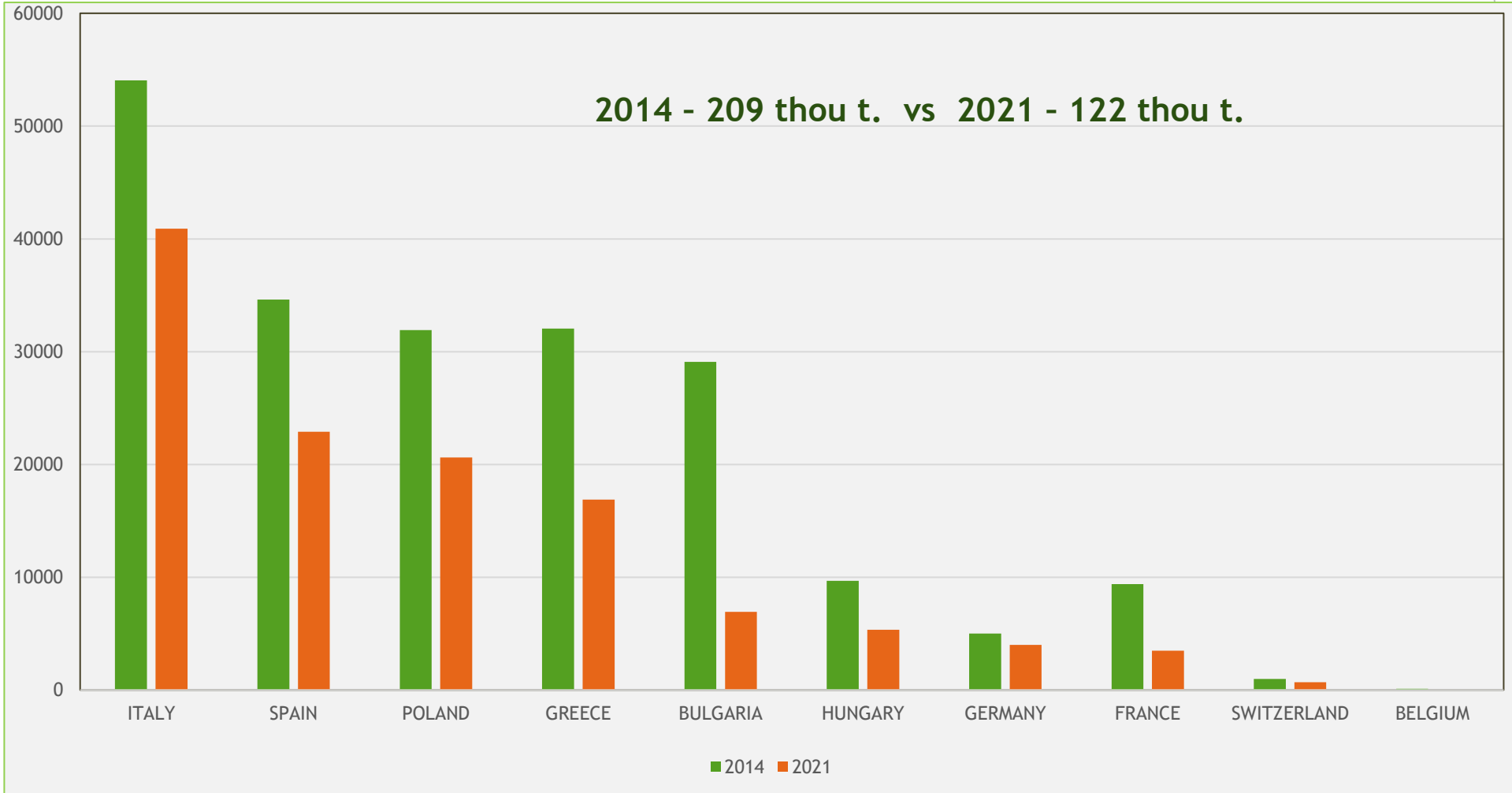
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Comparison of the EU (UNITAB) tobacco production 2014 and 2021 - falling trends





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Main reasons of tobacco growing downwards trends in EU

- ▶ The world's highest cost of tobacco production.
- ▶ Tobacco is under negative pressure and subject to constant ideological attacks coming from public authorities and nongovernmental organizations.
- ▶ Economic and social aspects affecting the reduction of tobacco cultivation in the EU: „old” aging tobacco growers, progressive lack of seasonal labor force, emergence of economic alternatives and, finally, **increasing costs of tobacco production** (oil, gas, energy etc.).
- ▶ Abandoning tobacco and implementing alternative crops.
- ▶ Insufficient commitment of the tobacco industry for the EU production (price, volumen etc.).
- ▶ Big tobacco manufacturers changing their purchasing policy and reducing orders for European tobacco.



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What other treats for tobacco cultivation in EU

- ▶ Consistent blocking of financial support for tobacco growers under the CAP.
- ▶ Tightening the pro - health policy and indirectly influencing the volumen of the crop.
- ▶ WHO Framework Convention on Tobacco Control: level of nicotine, alternatives to tobacco growing, attacks on the social and environmental sustainability, no representation of the sector in the discussions etc.
- ▶ Tobacco Product Directive (EU legislation) - ingredients, advertising, labeling etc.
- ▶ Tobacco Excise Directive (EU legislation) - possibility to include raw and processed tobacco under EMCS (Excise Movement and Control System).
- ▶ Illicit trade - illegal tobacco.



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Advantages of EU tobacco production

- ▶ High integrity of the tobacco production.
- ▶ Respect for environment, social and phytosanitary regulations.
- ▶ Highest quality of the tobacco meets the needs and standards of the market.
- ▶ Fulfill all requirements of the sustainable production based on ALP, GAP and STP programs.
- ▶ Good level of organization: national level, European Level (UNITAB, FETRATB, ELTI).
- ▶ Political support from some MS governments.





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EU Common Agriculture Policy 2023-2027

- ▶ Negative, ideological approach of the EU institutions to the tobacco growers
tobacco leaf cultivation = final product.
- ▶ No possibility to use support to the production.
- ▶ No possibility for sectoral intervention in tobacco sector.
- ▶ No support for labor intensive crops such tobacco.





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What is the future and challenges for tobacco growing in EU

- ▶ Struggle to stabilize the cultivation and stop the downward trend in tobacco cultivation.
- ▶ Improving our adaptation to the market (responsible production: ALP, GAP and STP programs; niche markets, new products etc.).
- ▶ New Tobacco Products - Heated Tobacco products- our opportunity for the Future of Tobacco Growing!
- ▶ Continuing dialogue with our tobacco industry partners.
- ▶ Long - term obligation to buy EU tobacco.
- ▶ Being a proactive force playing an important part in the debates of International and European organizations.



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Together we can more!

UNITAB FETRATB



We strongly believe that tobacco growing in Europe has a future!!!

Thank you!
Obrigado pela sua atenção!
Gracias!

Castelo Branco, Portugal
ITGA AGM

Presented by Przemysław Noworyta
UNITAB Secretary General