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Which future for the raw tobacco sector in Europe ?

WTE Meeting – SOFIA

2018/05/30



Less tobacco growers and a constant decrease of the production due to:

- the phasing-out of CAP subsidies
- Higher production costs than in Third countries
- Insufficient commitment of the industry for the EU production (prices, volume of production etc.)
- the image of tobacco which has been impaired by disproportionate and discriminatory campaigns



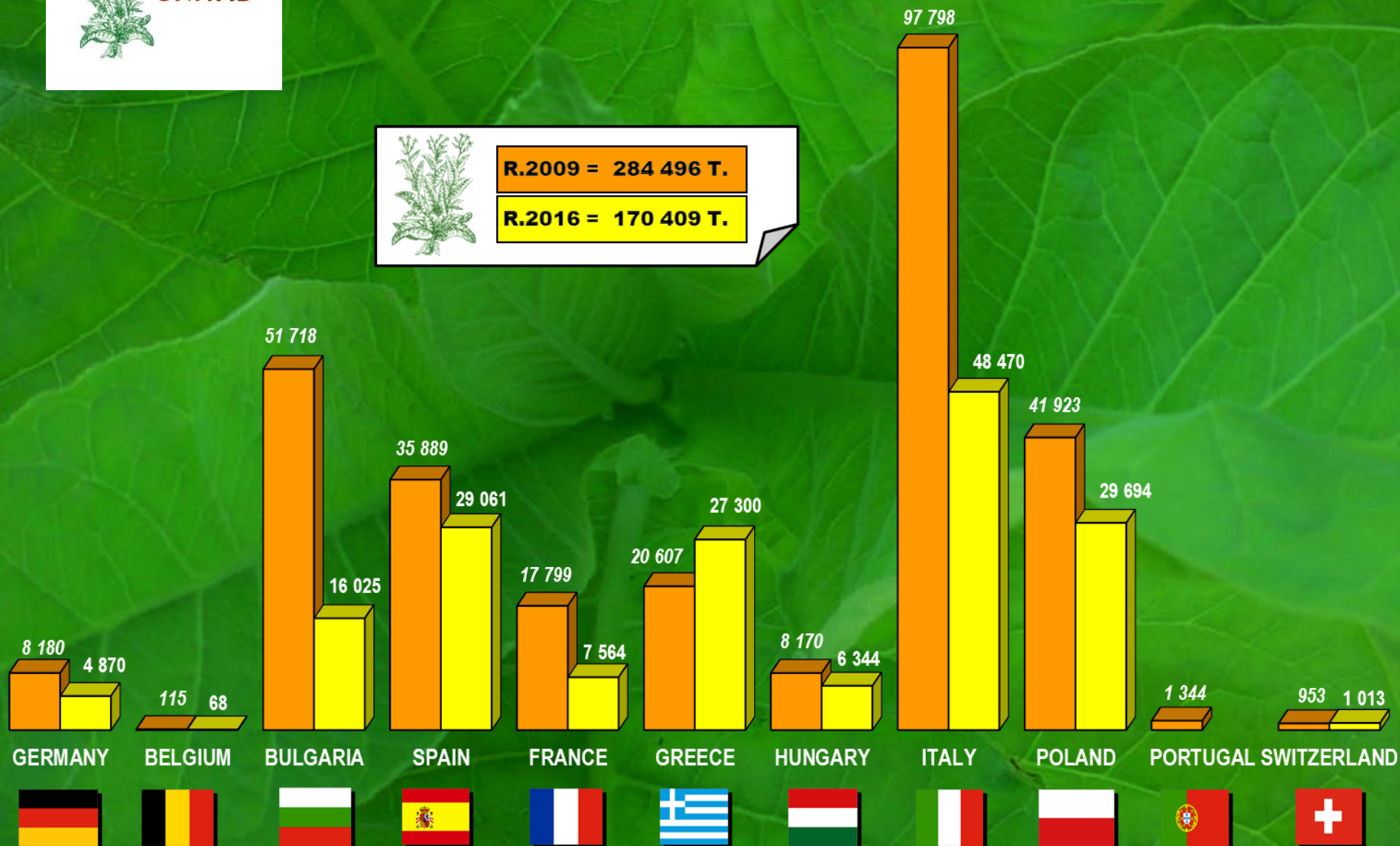
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Production (tons)



R.2009 = 284 496 T.

R.2016 = 170 409 T.





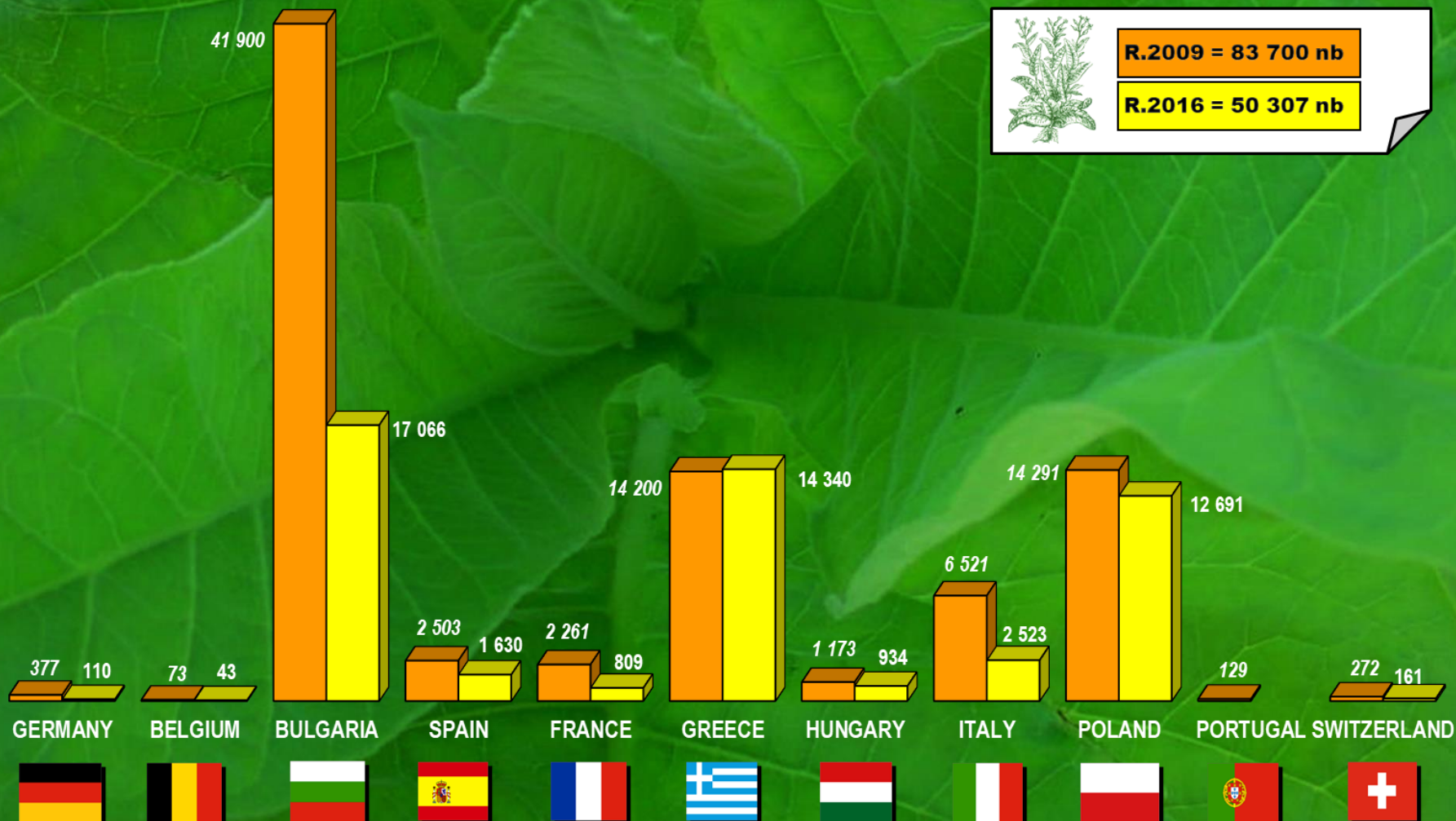
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Number of Growers



R.2009 = 83 700 nb

R.2016 = 50 307 nb





Threats :

- **CAP : A new reform with a reduced budget and, not taking employment into account for the distribution of financial aids**
- **Tobacco Products Directive : Ingredients, Advertising, Plain packaging**
- **WHO Framework Convention on Tobacco Control : nicotine, alternatives to tobacco growing, attacks on the social and environmental sustainability, no representation of the sector in the discussions etc.**
- **Pending measures of the International Labour Office and the United Nations**



European raw tobacco growing still has valuable assets:

- It contributes to social cohesion and employment opportunities
- A sustainable and responsible production which meets the needs and the standards of the market
- An organization of producers without equivalent in the World



Our future is based on:

- Improving our adaptation to the market (responsible production, niche markets, new products etc.)
- Reducing the production constraints (integrated control, mechanization etc.)
- Being a proactive force playing an important part in the debates of International and European organizations, and with national and regional authorities, thanks to our organization.



With this main asset of Structuration : “Yes, we can....!”

- UNITAB is strong, representative of the sector, with a real legitimacy
- The European Leaf Tobacco Interbranch organization (ELTI): because producers and transformers have a common future.

ELTI : an essential tool...

Main goal : Strengthen the aggregation and the contractual power of EU tobacco growers

- Provide sustainability and perspectives to EU raw tobacco boosting manufacturers' multiannual purchase programs and commitments
- Support the activities of national IBOs or growers' and processors' associations in MS without national IBOs, in a coordinated way

ELTI : other issues...

- With the withdrawal of Tobacco CMO, define EU umbrella / harmonized rules for the proper functioning of the market and fight against illicit trade.
- Represent the EU raw tobacco sector common issues at EU Institutions



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