



**TOGETHER
WE GROW**

**IF YOUR IDEA IS TOBACCO
YOU ARE THINKING ABOUT US**



International Tobacco Growers' Association
Echoing Tobacco Growers' Voices since 1984

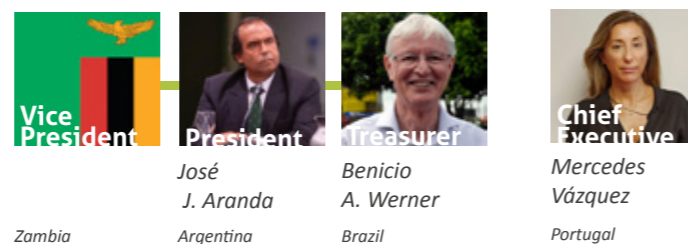


HISTORY OF THE ITGA

Prior to 1984, tobacco growers worldwide had no unified voice. This changed on November 26th of that year when farmers from Argentina, Brazil, Canada, Malawi, the U.S.A. and Zimbabwe agreed to form an organisation to promote and develop their common interests throughout the world. From that agreement emerged the International Tobacco Growers' Association (ITGA).



New Board 2022



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OBJECTIVES

Develop contact between tobacco growers around the world;

Combat anti-tobacco growing campaigns internationally and nationally;

Ensure that the legitimate interests of tobacco growers are adequately considered by national and international policy-makers;

Enhance information exchange on technical and market factors;

Publicise the socio-economic importance of tobacco in terms of employment, agricultural development and national economic benefits;

Present our arguments rationally and objectively as to safeguard the ITGA's position as a credible, visible, effective force in the public debate.



ITGA members must be interacting with state or non-state organizations, UN Agencies inclusive; as we together look at supporting livelihoods of the tobacco dependent masses. (...) Let institutions support each other as we endeavor to sustain or improve livelihoods of tobacco farmers"

(Abiel M. Kalima Banda - ITGA Former President, Malawi)



THE ITGA IN BRIEF

Recognising the need to give their arguments a collective voice, national grower organisations from Argentina, Brazil, Canada, Malawi, USA and Zimbabwe proceeded to found the ITGA in 1984.

The founder members have been joined by 18 other countries in the Association's worldwide membership.

The ITGA is financed by dues paid by member organisations and determined by the Board after approval of the operative budget.

There are three levels of membership which are chosen by members on joining the ITGA according to their own requirements and budgetary restraints.

The ITGA is run by a Board of Directors, comprising those members whose categories of membership entitle them to be Directors of the Association. It is administered by a Secretariat based in Portugal, whose Chief Executive reports to the Chairman of the Board.

The ITGA facilitates open exchange on technical matters but does not provide direct commercial advice or assistance. ITGA's charter specifically excludes its participation in any activities relating to the management or commercial policies of any of its member organisations.

The ITGA is an organisation for the largest and smallest grower organisations. All tobacco growers are faced with similar threats, regardless of the size of their production. The ITGA's strength is in providing a collective voice for growers. Its influence is directly related to the number of members it can represent.

The ITGA's long-term aim is to represent the world's 100-plus grower nations to provide a strong collective voice on an international and national scale to ensure the long-term security of tobacco markets.

For non growers associations type of membership please contact: itga@tobaccolleaf.org



MEMBERSHIP BENEFITS INCLUDE...

1. Direct contact with growers worldwide through annual and continental meetings;
2. Access to information and assistance from fellow members;
3. Access to ITGA research, information and ideas including knowledge of supply/ demand for the crop;
4. Support in communicating the socio-economic benefits of the crop, thus ensuring that influencers and policy makers at national and international levels consider growers' interest;
5. Provision of the knowledge, tools and services to contribute authoritatively to the various discussions and debates relating to tobacco issues;
6. Satisfaction gained from contributing in an informed and balanced manner to discussions and debates on tobacco-growing issues, e.g. anti-tobacco campaigns that aim at stifling tobacco production;
7. Access to the ITGA internet site, www.tobaccoleaf.org which presents the growers' case to the world constantly.

“

As an organisation of tobacco growers, our main challenge is to remain united in everything related with the sector because only together, growers and partners, can we find the solutions to the problems we are facing right now, namely social and environmental issues that need to become a real priority in our agendas.”

(Mercedes Vázquez - ITGA Chief Executive, Portugal)



MEMBER CATEGORIES AND BENEFITS



The International Tobacco Growers' Association is offering the expertise of its members to engage with various governments and international organizations, including the World Health Organization, in the effort to find viable alternatives and complementary crops for tobacco growers around the world."

(Daniel Green - ITGA Former President, U.S.A)


Membership Information

Membership is available to recognised tobacco growers' organizations or those charged with the responsibility for such growers. Apart from the Founder Members' category, there are three categories of membership, selected by each growers' organisation according to the level of association required.



NOTE: Please contact us at itga@tobaccolleaf.org with your Membership option.

Dues are subject to review by the Board, which operates a 'balanced budget' policy.



Subscription Members


US\$ 1,000

Per Year

- Submit Observers to Public Meetings of the Association.
- Receive all ITGA publications.
- Right to report in Tobacco Courier.
- Right to publicize for free in one Tobacco Courier.*
- Right to publicize for free in three Tobacco Monitor.*

Subscribe

* only available ad sizes



Full Associate Members


US\$ 2,000

Per Year

- Have the right to attend Public Meetings of the Association.
- May send Observers to Public Meetings of the Association.
- Right to report on local activities in the Tobacco Courier.
- Right to publicize for free in one Tobacco Courier.*
- Right to publicize for free in three Tobacco Monitor.*
- Receive all ITGA publications (Tobacco Courier, Tobacco Monitor).
- Access to the members-only section (Restrictions Applied).

Subscribe

* only available ad sizes



Grower Members (Only Growers Association)

US\$ 6,500

Per Year

- Have the right to Board Membership.
- Right to attend, and vote at Meetings of the Association.
- May send Observers to Meetings of the Association.
- Right to report on local activities in the Tobacco Courier.
- Right to publicize for free in all Tobacco Courier and Tobacco Monitor.
- Receive all ITGA publications.
- Access to the members-only section (Full Access).

Subscribe

WORLD ASSOCIATION

our strength

ARGENTINA
AZERBAIJAN
BRAZIL
BULGARIA
CHINA
COLOMBIA
DOMINICAN REPUBLIC
KOREA
GREECE
INDIA
INDONESIA
ITALY
LEBANON
MALAWI
NORTH MACEDONIA
PAKISTAN
PHILIPPINES
TANZANIA
THAILAND
U.S.A
VIETNAM
ZAMBIA
ZIMBABWE

To Join

You can apply for membership by filling out the online application form available on our website www.tobaccoleaf.org. We will contact you as quickly as possible about your application. Alternatively, you can also contact us at our head-office, indicating the category of membership for which application is being made.



“The ITGA has a responsibility to assist in ensuring that farmers have a sustainable future in the farming business, even if it means growing less tobacco and more complementary crops where the demand for tobacco is declining.”

(François Van der Merwe - ITGA Former President, South Africa)



“Tobacco is a difficult but rewarding crop providing a dignified life for tens of millions of families in some of the poorest countries in the world or in poor regions of more developed countries. It employs millions of seasonal workers in agriculture, being one of the most important factors in the sustainable development of these countries and regions.”

(António Abrunhosa - ITGA Former CEO, Portugal)

MEMBERS



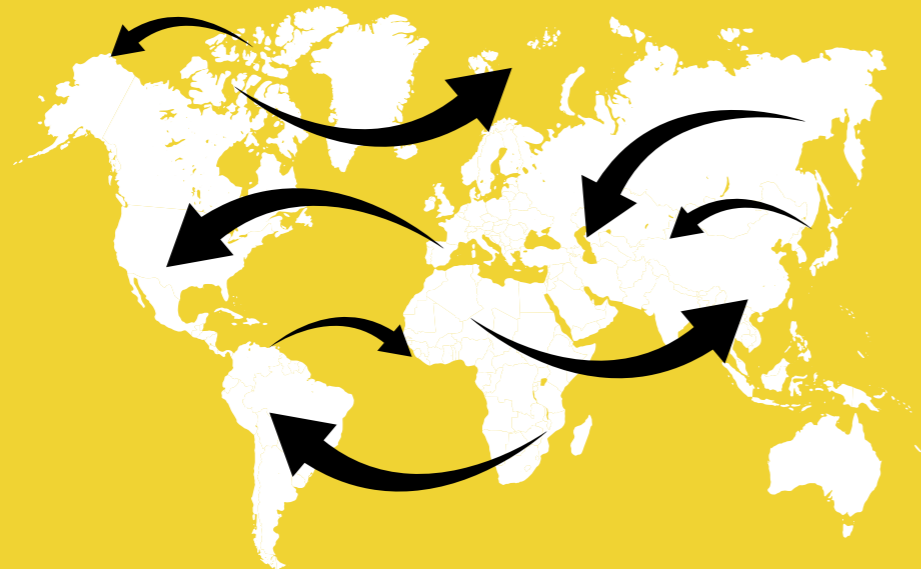
WHAT WE DO



ITGA works side by side with growers' associations around the globe

We are committed to provide our farmers tools and platforms to echo their voices and strengthen their capacity to face the numerous challenges in the sector

RANGE OF PUBLICATIONS SUPPORT AND DISTRIBUTION



Special Issue

Publication focused on specific issues impacting the market and the sector in general.



Tobacco Courier

Quarterly magazine gathering our worldwide membership reports about the crop evolution in the different regions. Our net of connections with experts on agricultural issues, completes these reports.



Tobacco Monitor

A monthly report that covers Crop Updates, Regulatory Changes, Tobacco Industry Developments and Sustainability Initiatives.



Website

Info Hub

Launched in November 2019 and thanks to our database of more than 20 years of collecting information, our website is the ultimate tobacco info-hub where members have exclusive access to information.

Check info on: www.tobaccolleaf.org



Event Centre

Online meeting hub

An online platform to enable information sharing and conduction of ITGA events, including the Annual General Meeting and World Tobacco Growers' Day, in times of the global pandemic.

Check info on: www.itgaevents.com



Atlas

Tobacco Growing in Figures

Tobacco Growing Country Profiles at a glance. Mirroring the importance of tobacco for their regions and economies.

Check info on: www.atlas.tobaccolleaf.org

FOLLOW US ON SOCIAL MEDIA



@TobaccoGrowers



ITGA Org



itga-tobaccolleaf

MORE INFORMATION

ABOUT PUBLICATION

Mass Disclosure

We will use our dissemination tools for each edition, your brand will be reaching, along with the magazine, more than 23 countries through the Internet- apart from the readers who will access the online version of the magazine and download the PDF.

Magazine specification

Tobacco Courier- Frequency: bi-annual / Format: 30x21 cm / Colors: 4X4 / Number of pages: average 60 pages depending on the edition.



Tobacco Monitor- Frequency: monthly / format: 33,8x19 cm / colors: (RGB) / Number of pages: average 12 pages depending on the edition.



Warning

For Tobacco Courier, your ad is valid for only one edition. For Tobacco Monitor, your ad is valid for three editions. In both cases you can renew it. The advertisement will be published in the online edition — you will be receiving the online version of the magazine in PDF, which will be available through the website www.issuu.com/itgaorg

After choosing your ad format, contact us to set the price and to send us your file, which must be in the format: JPG, JPEG, PDF, or WORD with at least 300 dpi resolution and within the proportions the chosen format. If you have any doubts in creating / assembling / developing your own ad, don't hesitate to contact us.

E-mail: itga@tobaccoleaf.org



ITGA information sharing role and understanding of grower issues worldwide is very important to us”

(Grower Member)

ADVERTISING TABLE

	Tobacco Courier			Tobacco Monitor		
	<p>1 Page 1 PAGE 21x29,7cm US\$ 500</p>	<p>Double Page Spread DOUBLE PAGE 42X29,7cm US\$ 900</p>	<p>Half Page Across 1/2 PAGE down 18,5x13,6cm US\$ 300</p>			
	<p>Half Page Upright 1/2 PAGE High 9,2x27,2cm US\$ 300</p>	<p>Half Page DPS 1/2 DOUBLE PAGE 42x14,8cm US\$ 500</p>	<p>Junior Page 12,2x20,4cm US\$ 650</p>			
	<p>Quarter Page 1/4 PAGE 5,9x6,8cm US\$ 250</p>	<p>Landscape Quarter Page 1/4 PAGE 18,5x6,8cm US\$ 280</p>	<p>Eighth Page 1/8 PAGE 5,9x3,4cm US\$ 180</p>			
	<p>Full Page 1 PAGE 33,8x19cm + Full MKT Banner US\$ 500</p>	<p>Half Page 1/2 PAGE down 16,9x19cm + Half MKT Banner US\$ 300</p>	<p>Quarter Page 1/4 PAGE 5,9x6,8cm + Small MKT Banner US\$ 200</p>			

* Please check with us customed advertising combining our publications.





ITGA is my direct link to growers across the world, linking us all under one umbrella. It is a critical role."

(Grower Member)

MORE ACTIVITIES

Our main asset is the direct contact with our Worldwide net of Associations. In order to have a first hand insight of their challenges ITGA organizes meetings at Regional Level and one Annual Meeting to better assess those challenges. Our strategy is based on the knowledge we collect from this direct contact in the different markets. ITGA also embraces other opportunities of engagement to widen our scope.

ORGANIZATION OF:



CAMPAIGNS



WORKSHOPS



MEETINGS

ON REQUEST

ELABORATION OF:



Icon made by Freepik from www.flaticon.com

To learn more, visit: www.tobaccoleaf.org

OUR WEBSITE HAS A NEW FACE



**AND WE WANT
TO SHARE EVERYTHING
ABOUT IT WITH YOU.**

ITGA New Website with updated information, our unique data base, new tools and easy access.



**THE ATLAS, TOBACCO GROWING IN FIGURES,
IS A PLATFORM THAT GATHERS THE MOST IMPORTANT DATA OF THE SECTOR.**

ITGA is the only association able to gather this data on a single platform due to the close collaboration with its member associations, which spread across the world. With the Atlas, we aim to give the opportunity, for every interested party, to discover the reality of the sector.





ITGA PROMOTES
**BEST
PRACTICES**

THROUGH ITS DIFFERENT
PLATFORMS IN ORDER TO:

- Keep growers updated about market evolution and future demand
- Help growers balance the supply and demand of tobacco to avoid over production
- Help growers make better choices respecting their environment
- Help growers find ways to improve work conditions and avoid child labour practices
- Help growers, through our exchange of information, meet new approaches of farming toward sustainability



Av. 1º de Maio, 99, 1D
6000-086 Castelo Branco, Portugal
+ 351 272 092 583
itga@tobaccolleaf.org
www.tobaccolleaf.org