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OF TOBACCO
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ITGA
International Tobacco Growers' Association

**ITGA
AMERICAS
REGIONAL
MEETING**
24th to 26th April 2025
Jujuy, Argentina



Tobacco's Socio-Economic Footprint Highlighted at ITGA 2025 Americas Regional Meeting

During the Closed Session of the ITGA 2025 Americas Regional Meeting in Jujuy, Argentina, country delegates presented updates on their respective marketing seasons, with particular focus on the socio-economic impact of tobacco cultivation. In Salta province, for instance, the sector sustains approximately 250,000 people—around 18% of the local population—through both direct and indirect employment, and is closely linked to social initiatives in education, healthcare, disaster relief, and environmental sustainability. In Brazil, AFUBRA reported that the tobacco industry supports over 138,000 farming families and operates robust crop insurance programs that cushion the effects of natural disasters. Across the region, tobacco continues to serve as a vital economic engine with far-reaching social implications, particularly within rural and agricultural communities.

On the second day of the event, delegates toured CTJ's processing facilities in Jujuy to gain firsthand insight into production operations, and visited a local winery to engage with the region's cultural heritage and traditions.