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ITGA
International Tobacco Growers' Association

ITGA
AFRICA
REGIONAL
MEETING
2nd to 5th July 2025
Lilongwe, Malawi



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Day 2 of ITGA 2025 Africa Regional Meeting Highlights Field Visits and Strategic Dialogue on Market Trends and Sustainability

Lilongwe, Malawi – July 4, 2025

Day 2 of the International Tobacco Growers' Association (ITGA) 2025 Africa Regional Meeting in Lilongwe, Malawi, offered delegates a hands-on experience focused on market operations, agricultural innovation, and strategic dialogue among member countries. The day's agenda was designed to connect field-level realities with discussions on the future of tobacco farming in Africa.

The morning began with a visit to the AHL Tobacco Sales floors, where delegates observed sales dynamics during the peak of Malawi's marketing season. With more than 10,000 bales traded daily, delegates saw a range of leaf types, including high-quality Burley and FCV, and gained direct insight into pricing and buyer behaviour. Similar to ITGA's earlier exposure in Wilson, North Carolina, the live auction format revealed valuable details on how the market functions in real time.

Delegates then visited the Agricultural Research and Extension Trust (ARET) Campus, where Dr. Albert Changaya and his team provided a comprehensive overview of ARET's history and its current role in supporting sustainable crop production. Highlights included a tobacco clinic featuring findings from ARET's latest publication on recommended pesticides for use, and a detailed presentation on seed development, handling, and global institutional partnerships that contribute to improving productivity and crop resilience for Malawian farmers.

The afternoon featured a Closed Session for ITGA Members, offering a space for in-depth exchange on the state of the 2025 marketing season across member countries. Reports highlighted record-breaking volumes in Zimbabwe and Zambia, while Malawi and Tanzania are also showing robust double-digit growth. Although average prices are slightly lower than the previous season, hope remains among growers, with expectations of continued demand and improved productivity through operational efficiency and sustainable practices.

A key focus of the Closed Session was the sustainability agenda, including the economic, social, and environmental pressures facing growers. ITGA shared findings from recent grower surveys aimed at identifying priority action areas for member countries and informing future engagement opportunities. The session reaffirmed the Association's commitment to promoting evidence-based advocacy and sustainable growth across the region.



The second day of the ITGA 2025 Africa Regional Meeting reinforced the critical role of ITGA as an information hub and collaborative platform for the tobacco sector. By combining real-world exposure with expert dialogue and cross-country reporting, the meeting offered delegates a unique opportunity to exchange insights, align on priorities, and strengthen partnerships. As global challenges evolve, ITGA remains a vital space where tobacco sector stakeholders come together to shape a more sustainable and resilient future for tobacco farming in Africa.

Editor's note:

Follow our webpage: <https://www.tobaccoleaf.org/events/itga-africa-regional-meeting-2025/> and Social Media handles [@TobaccoGrowers](#) on X and [itga-tobaccoleaf](#) on LinkedIn for more details about the event

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