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Press Release

ITGA Unites Global Tobacco Growers at InterTabac/InterSupply 2025

The International Tobacco Growers' Association (ITGA) held its Annual General Meeting (AGM) alongside the InterTabac and InterSupply 2025 fairs in Dortmund, Germany. This strategic partnership gave ITGA members unprecedented access to the global tobacco supply chain and ensured that growers' voices were heard at the world's leading event for the sector. Representatives from four continents attended, including delegates from Argentina, Brazil, the United States, Malawi, Tanzania, Zambia, Zimbabwe, Bulgaria, and India.

Sabine Loos, Westfalahallen Group Managing Director, welcomed ITGA delegates and highlighted the essential role of growers in shaping the industry's future: *"We would not have been able to achieve all of this without the support of competent partners. Partners who know the industry inside out. Just like the ITGA. Your work supports the foundation of this industry – strong and sustainable tobacco cultivation. You give growers a strong voice, create a sense of community, and build opportunities for knowledge exchange. In doing so, you help secure the path into the future."*

José Aranda, ITGA President, underlined the significance of hosting the AGM within the framework of the largest global tobacco fair: *"This year, ITGA brought us a unique opportunity: to hold our meetings at the heart of the industry's biggest event and to actively engage in the trade fair. ITGA is not an abstract institution: ITGA is us — the growers, our organizations, and our workers. Without ITGA, we would not be here today in the way we are."*

The **Open Session** addressed key issues including global market trends, regulatory challenges, and the need for advocacy rooted in growers' lived experiences. In the face of mounting regulation, ITGA emphasized that advocacy must begin with those most affected — the growers. Their real-life perspectives provide credibility and concrete evidence, offering policymakers a clearer picture than statistics alone. Grounding arguments in what happens in the fields helps secure more balanced regulation and ensures that every link in the supply chain contributes to a stronger, united voice.

In the **Market Block**, ITGA shared updates from leading producing countries, including survey results on grower satisfaction with the current marketing season and expectations for the 2025/2026 crop. Concerns centred on oversupply affecting pricing and pressures on profitability, while sustainability and governance were highlighted as critical long-term factors for the viability of tobacco growing.

Shane MacGuill, Euromonitor International Global Lead – Nicotine & Cannabis, presented an in-depth analysis of the global nicotine landscape, noting that the five-year volume outlook points to striking resilience. He emphasized the impact of macroeconomic shifts driving downtrading and polyusage, diverging regulatory and consumer profiles across categories, and the role of innovation in emerging segments. **Ivan Genov, ITGA Manager Tobacco Industry**



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Analysis, introduced a new metric co-developed with Euromonitor to track demand for leaf tobacco based on consumption. Their analysis confirmed a sustained medium-term need for leaf tobacco at current levels.

Looking ahead to **COP11**, ITGA reiterated its concern over the lack of transparency and insufficient agricultural expertise in decision-making processes that directly impact growers. ITGA pledged to continue exposing this imbalance and to advocate for fair, inclusive, and informed debate.

A panel moderated by **Mercedes Vázquez, ITGA CEO** and featuring **Michiel Reerink, Alliance One International Corporate Affairs Director & Managing Director**, and **Maria Reymao, Universal Leaf Director of External Affairs**, explored the direct impact of regulation on tobacco-growing communities. **Vázquez** underlined that information is a cornerstone for navigating global market dynamics, anticipating regulatory shifts, and reinforcing advocacy efforts: *"Growers' credibility comes from their direct, real-world impact on tobacco cultivation. The strongest advocacy is built on consistent arguments that are inherently tied to growers' experiences — making this the most powerful communication tool at their disposal."*

The AGM also reaffirmed ITGA's mission to secure a **living income** for farmers worldwide. **Aranda** stressed: *"Producers need a dignified standard of living. The study and implementation of the living income benchmark in each country must become a cornerstone of our work. Ignoring this issue would be a grave mistake that could lead to the disappearance of entire markets."*

By bringing together growers, industry leaders, and partners under one roof at InterTabac/InterSupply 2025, ITGA strengthened its position as the voice of farmers in global discussions and reaffirmed its commitment to a fairer, more resilient future for tobacco-growing communities.

Follow ITGA webpage: <https://www.tobaccoleaf.org/events/itga-annual-general-meeting-2025/> and Social Media handles @TobaccoGrowers on X and itga-tobaccoleaf on LinkedIn for latest updates.

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