



# ITGA

International Tobacco Growers' Association

# THE FUTURE OF TOBACCO STARTS HERE

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



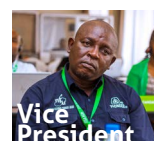


# HISTORY OF THE ITGA

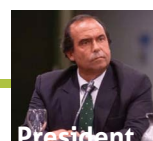
Prior to 1984, tobacco growers worldwide had no unified voice. This changed on November 26th of that year when farmers from Argentina, Brazil, Canada, Malawi, the U.S.A. and Zimbabwe agreed to form an organisation to promote and develop their common interests throughout the world. From that agreement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



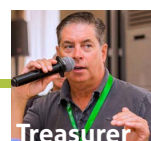
## New Board 2025



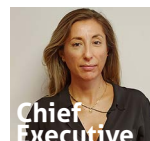
**Vice President**  
Zvhikonyo  
Mahombe  
Zambia



**President**  
José  
J. Aranda  
Argentina



**Treasurer**  
Graham  
Boyd  
USA



**Chief Executive**  
Mercedes  
Vázquez  
Portugal

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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@tobaccoleaf.org](mailto:itga@tobaccoleaf.org)



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# MEMBER CATEGORIES AND BENEFITS

## Growers Associations 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 two categories of membership, selected by each growers' organisation according to the level of association required.

## Subscription Members Information

Special membership is also available to other tobacco sector stakeholders. The two categories provide the right to access Public Sessions of the Association across the world, to advertise in ITGA leading publications, and to access a members only section (subject to restrictions) containing historic information and data on our website.



### Growers Members

**US\$6,500**

*Per Year*

#### Have the Right to Board Membership

Right to Attend and Vote at Meetings of the Association

Have the right to attend Public Meetings of the Association (2 delegates\*)

Have the right to attend Closed Meetings of the Association (2 delegates\*)

Right to report on local activities in the Tobacco Courier

Receive ITGA Publications (Tobacco Courier and Tobacco Monitor)

Access to Members-Only section (Historic Information from all Association Meetings)

**Contact us**

*\*extra delegates are subject to a fee*



### Full Associate Members

**US\$ 2,000**

*Per Year*

Have the right to attend Public Meetings of the Association as Observers (1 delegate\*)

Have the right to attend Closed Meetings of the Associations as Observers (1 delegate\*)

Right to report on local activities in the Tobacco Courier

Receive ITGA Publications (Tobacco Courier and Tobacco Monitor)

Access to Members-Only section (Historic Information from all Association Meetings)

**Contact Us**

*\*extra delegates are subject to a fee*

NOTE: Please contact us at [itga@tobaccoleaf.org](mailto:itga@tobaccoleaf.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*

Right to publicise for free in 1 Tobacco Courier (half of the yearly editions)

Right to publicise for free in 6 Tobacco Monitors (half of the yearly editions)

Receive ITGA Publications (Tobacco Courier and Tobacco Monitor)

Access to Members-Only section (Restrictions Apply)

**Contact Us**



### Subscription Plus Members

**US\$ 2,000**

*Per Year*

Have the right to attend Public Meetings of the Association as Observers (1 delegate)\*

Right to publicise for free in all Tobacco Couriers

Right to publicise for free in all Tobacco Monitors

Receive ITGA Publications (Tobacco Courier and Tobacco Monitor)

Access to Members-Only section (Restrictions Apply)

**Contact Us**

*\*extra delegates are subject to a fee*



### Meetings Sponsorship

**Contact Us**



### Publications Advertisement

**Contact Us**

# 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](http://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



### Tobacco Courier

Bi-annual 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.tobaccoleaf.org](http://www.tobaccoleaf.org)



### Event Center

#### *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](http://www.itgaevents.com)



### Tobacco Compass

#### *Tobacco Growing in Figures*

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

## FOLLOW US ON SOCIAL MEDIA



@TobaccoGrowers



ITGA Org



itga-tobaccoleaf

# 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](http://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](mailto:itga@tobaccoleaf.org)



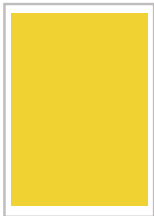
ITGA information sharing role and understanding of grower issues worldwide is very important to us ”

(Grower Member)

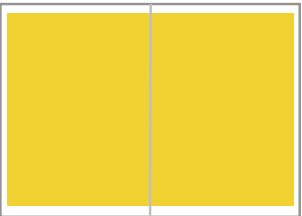


# ADVERTISING TABLE

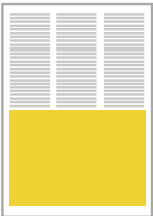
Tobacco Courier



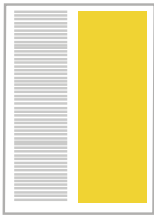
**1 Page**  
1 PAGE 21x29,7cm  
**US\$ 500**



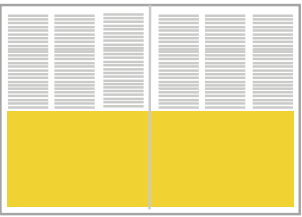
**Double Page Spread**  
DOUBLE PAGE 42X29,7cm  
**US\$ 900**



**Half Page Across**  
1/2 PAGE down 18,5x13,6cm  
**US\$ 300**



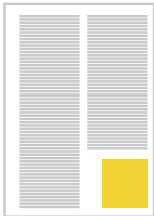
**Half Page Upright**  
1/2 PAGE High 9,2x27,2cm  
**US\$ 300**



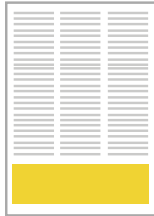
**Half Page DPS**  
1/2 DOUBLE PAGE 42x14,8cm  
**US\$ 500**



**Junior Page**  
12,2x20,4cm  
**US\$ 650**



**Quarter Page**  
1/4 PAGE 5,9x6,8cm  
**US\$ 250**



**Landscape Quarter Page**  
1/4 PAGE 18,5x6,8cm  
**US\$ 280**



**Eighth Page**  
1/8 PAGE 5,9x3,4cm  
**US\$ 180**

Tobacco Monitor



**Full Page**  
1 PAGE 33,8x19cm  
**+ Full MKT Banner**  
**US\$ 500**



**Half Page**  
1/2 PAGE down 16,9x19cm  
**+ Half MKT Banner**  
**US\$ 300**



**Quarter Page**  
1/4 PAGE 5,9x6,8cm  
**+ Small MKT Banner**  
**US\$ 200**

\* Please check with us customized 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



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



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[www.tobaccoleaf.org](http://www.tobaccoleaf.org)