

**2 MILLION**  
AN ESTIMATED  
**2 PEOPLE WORK**  
DIRECTLY AND INDIRECTLY  
IN THE TOBACCO VALUE CHAIN

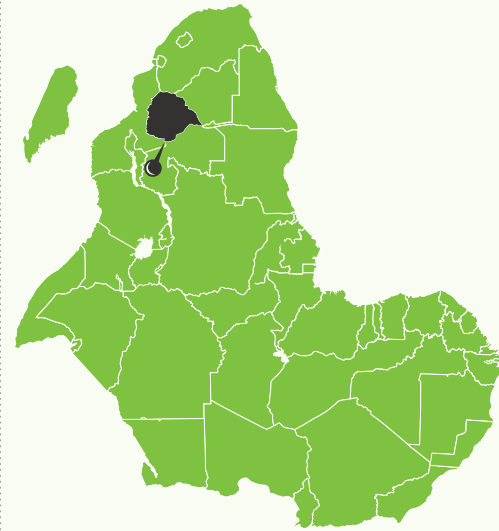
**50%**  
of ZIMBABWE'S  
TOTAL AGRICULTURAL GDP



**USD 1 billion**  
Tobacco  
of the COUNTRY'S  
FOREIGN CURRENCY  
Total foreign currency generation  
USD 1.1 billion in 2022



**10%**  
GENERATES



**MOST VALUABLE DOMESTIC CROP**

**ZIMBABWE**

THE SOCIO-ECONOMIC FOOTPRINT  
OF TOBACCO PRODUCTION IN



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



**World Tobacco Growers' Day**

**28 oct**

Together we grow

Join us this year!

S U P P L Y C H A I N

**E**  
ENVIRONMENTAL  
ENHANCING

**S**  
SOCIAL  
SUSTAINABLE

**G**  
GOVERNANCE  
GROWING

# 1

## TOBACCO GROWING CREATES POSITIVE IMPACT

# 2

## THE TOBACCO SUPPLY CHAIN IS A CHAMPION IN IMPLEMENTING GOOD ENVIRONMENTAL SOCIAL GOVERNANCE THROUGH:

- Celebrating increased productivity.
- Adoption of an Industry Agriculture labour Practice Code to reduce child labour
- Working towards increased sustainability.
- Afforestation awareness.
- Promoting rural education

# 3

## MYTH & FACTS ABOUT TOBACCO GROWING:

-  **Myth:** Tobacco Growing is bad for environment.
-  **Fact:** Tobacco grows on 0.25% of the world cultivated land. Its production is not a threat compared to other agriculture activities.
-  **Myth:** Tobacco growing is bad for Growers' health
-  **Fact:** The only health risk that is unique to tobacco is green tobacco sickness
-  **Myth:** Tobacco Growing exacerbates poverty and contractual arrangements trap farmers
-  **Fact:** Tobacco is a cash crop and the chief incentive for tobacco growing is that it is more profitable than most of crops.
-  **Myth:** Child Labour is a particular problem in tobacco growing
-  **Fact:** Child Labour is a problem in agriculture sectors across the developing world, a fact which is recognised by the International Labour Organization (ILO).
-  **Myth:** Tobacco Growing aggravates food security
-  **Fact:** There is no evidence to support this assertion. Tobacco only covers 0.25% of cultivated land. At macro-level tobacco cannot be considered a threat to food security
-  **Myth:** There are many economically sustainable alternatives to tobacco farming
-  **Fact:** Tobacco generally grows well on marginal soils where other crops do not grow well. If economically sustainable alternative crops were available to millions of farmers, certainly many more farmers would have adopted them.

# 4

## WOMEN EMPOWERMENT – A KEY TO SUCCESS IN SUSTAINABLE GOALS IN TOBACCO GROWING



### WOMEN AND EDUCATION:

- Educating women generates additional benefits due to women passing their knowledge onto next generation.
- This makes women a far more powerful agent in the sustainable development of communities.
- Enabling women to pursue their personal developments will transform the skills of their families.



### BARRIERS

- Women pride themselves in working in agriculture but, pride is not the same as happiness.
- There are several barriers to equality: wages disparity, access to finance, access to training and education, access to technology.



### WHAT YOU NEED TO DO TO SUPPORT WOMEN IN THEIR KEY ROLE IN OUR SECTOR

- Raise your voice against gender discrimination.
- Increase public awareness of success relationship with the contribution of women to the sector.
- Include women in decision making.
- Give them access to finance support.

An African proverb: "if you educate a man, you educate an individual but if you educate a woman you educate a nation"