



Celebrating 40 Years of the International Tobacco Growers' Association (ITGA):

A Legacy of Support, Advocacy and Global Networking

Date: 26 November 2024

Today, the International Tobacco Growers' Association (ITGA), an organization that has served as a dedicated advocate and global platform for tobacco farmers since its inception in 1984, marks its 40th anniversary. From uplifting growers' voices in global policy discussions to supporting sustainable agricultural practices, ITGA's journey has been one of growth, unity, and innovation.

1984 – Founding of ITGA

ITGA was established by the six leading tobacco exporting countries at the time – Argentina, Brazil, Canada, Malawi, US and Zimbabwe, to give a unified voice to tobacco growers worldwide, creating a platform to represent their interests and address their unique challenges.

During the 1990s, ITGA expanded its membership to include many more countries from Latin America, Africa, Asia and Europe, cementing its presence as a global representative of tobacco growers.

ITGA played an active role in international discussions about the tobacco industry, emphasizing the importance of balancing regulatory needs with the livelihood of farmers.

As environmental and economic pressures increased, ITGA launched initiatives promoting sustainable farming practices to help growers adapt to changing conditions and market demands.

The association actively engaged with governments and organizations, advocating for fair treatment of tobacco growers amid global anti-tobacco campaigns such as the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) that since its entry into force has dramatically influenced the tobacco regulation environment.

Ever since its foundation, ITGA has served as a unique platform to bring supply chain partners together at regional and global level. Today, ITGA gatherings are fundamental in their role to bring farmers, experts, and other stakeholders to



discuss pressing issues, share knowledge, and explore innovations in sustainable agriculture.

Recognizing shifts in global demand, ITGA began encouraging research and programs to support crop diversification that could potentially benefit farmers in their search for alternative income sources.

In addition, ITGA solidified its partnerships with research institutions and NGOs to provide education on sustainable agricultural methods and diversification.

The association continues to stand as a key representative in policy dialogues, advocating for a balanced approach that considers both public health goals and the economic well-being of growers.

As ITGA celebrates this 40-year milestone, the organization remains committed to championing tobacco growers' needs, exploring sustainable solutions, and promoting economic security for farming communities worldwide.

"I encourage ITGA Members to act as a unified body and carry on the legacy of these 40 years of history that were fundamental to maintain our independent global association raising tobacco farmers voices."

José Javier Aranda, ITGA President

For further information about ITGA's achievements and vision, or to arrange interviews with ITGA representatives, please contact:

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Check ITGA social media to follow up on messages commemorating this ITGA 40th anniversary

Twitter: <https://x.com/TobaccoGrowers>

LinkedIn: <https://www.linkedin.com/company/itga-tobaccoleaf/>

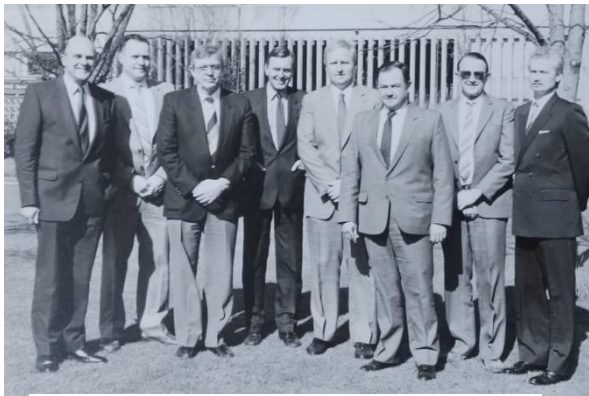
ITGA Gallery



ITGA Foundation Working Table, 1984



ITGA Foundation in Canada, 1984



ITGA Executive Committee, United Kingdom, 1988



ITGA AGM United Kingdom, 1998



ITGA AGM Brazil, 2000



ITGA AGM Portugal, 2002



ITGA AGM Italy, 2006



ITGA AGM India, 2009



ITGA Tobacco Growers at COP4 Uruguay, 2010



ITGA Africa Regional Meeting Zimbabwe, 2015



ITGA Regional Meeting Turkey, 2019

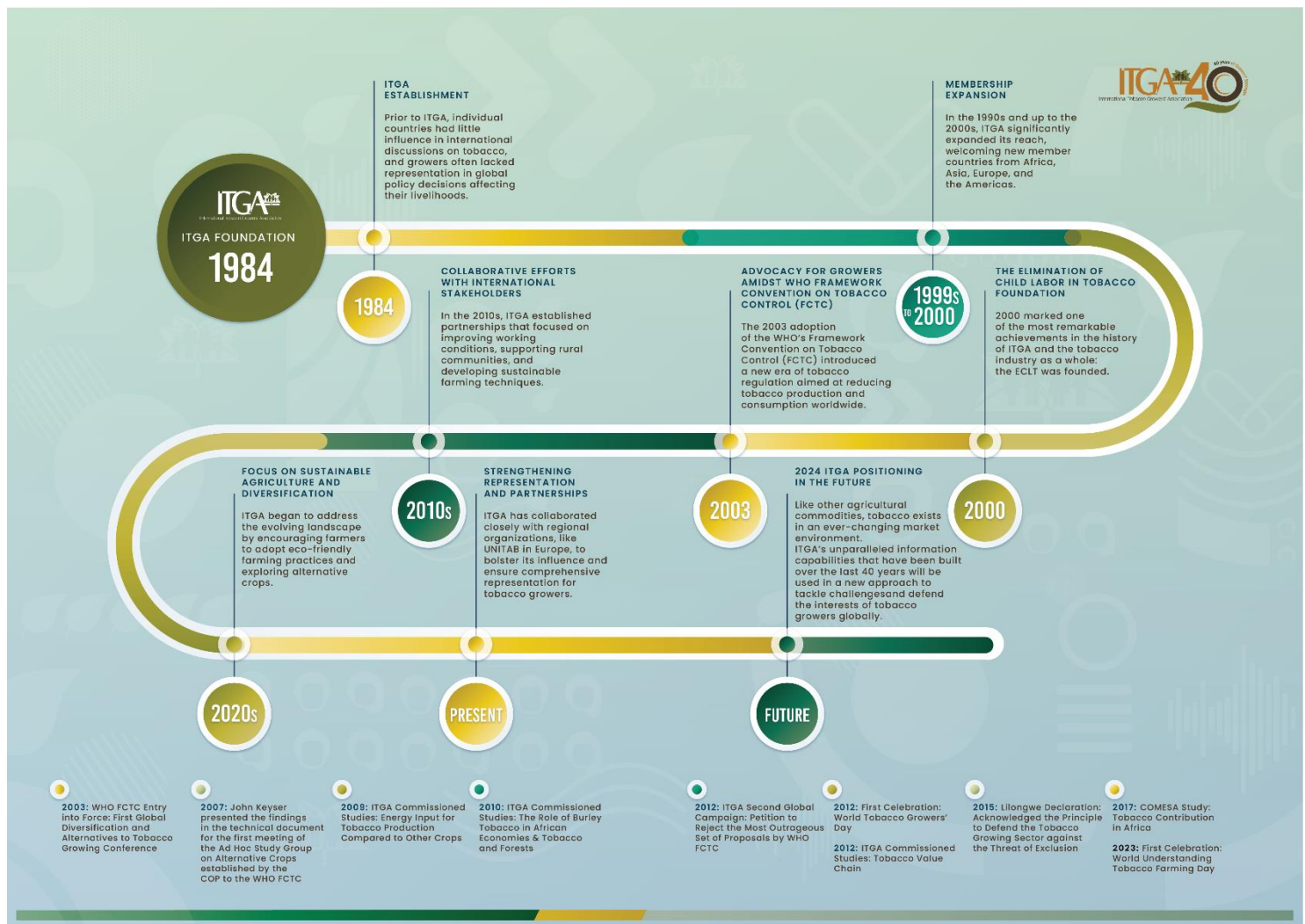


ITGA Americas Regional Meeting Argentina 2023



ITGA AGM United States, 2024

ITGA Milestones



ITGA Ex-Presidents for the Tobacco Courier Magazine



"I pleasantly recall the effort to gather millions of grower petitions to hand deliver to the COP 4 secretariat in Punta de Este asking for our presence in the COP discussions."

Roger Quarles (2008-2010)

"ITGA from its inception has played a key role in defending the sector, and the most important thing from my point of view is the integration that could be achieved through globalization, despite the distance between countries and continents."

Jorge Julio Cesar Nestor (2010-2012)



"ITGA has always been and still is the only global place where growers can form a collective voice, develop strategies jointly, join forces, and align on positions and how to successfully defend the future of the sector."

François Van Der Merwe (2012-2016)

"As an active tobacco farmer and former ITGA President, I urge fellow farmers to continue being united and practice what is required to produce a compliant crop, at the same time ensuring that farms are able to make a profit to sustain livelihoods."

Abiel Kalima Banda (2019-2022)

