# Countering Tobacco Industry Front Groups in ASEAN

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Southeast Asia Tobacco Control Alliance

A non-profit organization with the objective of "presenting the cause of tobacco farmers" worldwide.



Established in 1984 by "tobacco growers" from 6 countries:

Argentina

Brazil

Canada

Malawi

USA

Zimbabwe

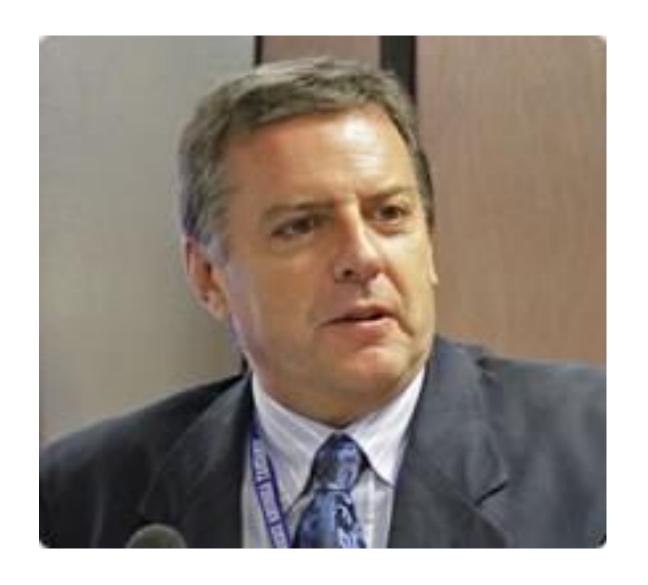
ITGA Member Countries	
Argentina	Brazil
Brazil	Bulgaria
China	Colombia
Croatia	Dominican Republic
India	Indonesia
Italy	Kenya
Malaysia	Malawi
Mexico	Pakistan
Philippines	Portugal
South Africa	South Korea
Tanzania	Thailand
Uganda	Zambia
Zimbabwe	

## 34 members:

- Associations related to tobacco
- Corporations
- Cooperatives
- •National agencies

(i.e. Malaysia and Pakistan)

Representing 34 million farmers in Asia alone



Antonio Abrunhosa, ITGA CEO Plants tobacco for a "hobby"

## Supporter members

- Alliance One International
- British American Tobacco
- Federation Europeene de Transformateurs de Tabac
- Imperial Tobacco International
- Japan Tobacco International
- Philip Morris International
- Universal Leaf

## "Empowerment" for farmers

- Facilitate contract between growers
- Share information about crop technology
- Develop strategies to stabilize supply and prices
- Represent farmers' interests in policymaking
- Monitor market conditions
- Protect members and dependents
- Publicize importance of tobacco

## What ITGA actually does

- Instigated to fight the FCTC progress
  - FCTC as a punitive measure
  - Discredits WHO and the legitimate intergovernmental process of the COP

COP 4 – global campaign to reject draft Article 9 and 10 guidelines (regulation of tobacco product contents and disclosure)

COP 5 – global campaign to reject approval of progress report recommendations on Art. 17 and 18 (viable alternatives to tobacco)



- Mobilized farmers to oppose national legislations on tobacco control measures
  - Indonesia on PP passage, which has provisions on PHWs and smoke-free public places
  - Philippines on passage of the Sin Tax Reform Bill
  - Thailand on amendment on CSR ban, draft tobacco control law and tobacco taxation





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End poverty. Stop the exploitation.

**Crafting Alternatives: Sustainable Options for Tobacco Farmers** 





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4 main functions





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- Monitor ITGA's and other front groups' activities in the region
- Provide counter-arguments based on facts and research evidence





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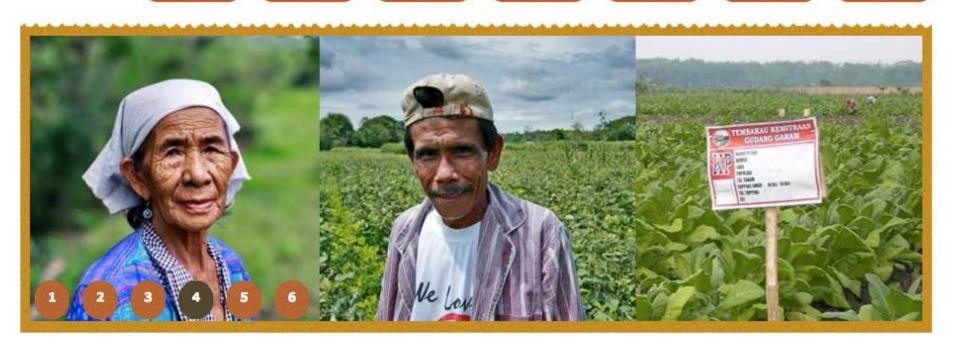
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- Provide tidbits on tobacco- and farming-related information
- Provide links to legit studies, policy briefs & other materials







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- Provide updates on Art. 17 and 18 working group's progress
- Provide links to other materials related to the FCTC





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Provide links to SEATCA's video documentary and other media

Monitor the activities of ITGA and its cohort, and expose it as the voice of big tobacco companies claiming legitimacy to represent the interest of farmers.