

# Countering Tobacco Industry Front Groups in ASEAN

Jennie Lyn Reyes

Sophapan Ratanachena

Southeast Asia Tobacco Control Alliance



SEATCA

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
<b>China</b>	Colombia
Croatia	Dominican Republic
<b>India</b>	<b>Indonesia</b>
Italy	Kenya
<b>Malaysia</b>	Malawi
Mexico	<b>Pakistan</b>
<b>Philippines</b>	Portugal
South Africa	<b>South Korea</b>
Tanzania	<b>Thailand</b>
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)

SAVE  
— ONT —  
FARMS

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There just aren't  
enough viable crop  
alternatives to tobacco.

LATEST

Become a supporter



- 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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**7 navigational menus**

**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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- 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.



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