

# COP10 News

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## Life is Green Project

In 1981, Afubra signed an agreement with the Brazilian Forest Development Institute and started developing environmental education activities: lectures and distribution of tree seedlings.

These environment-oriented initiatives gave rise to the Life Is Green Project, created in 1991. It is aimed to develop socio-environmental education; promote environment preservation; rural education, diversification, sustainability, whilst holding farmers in high esteem.

With the aim of promoting playful activities, seeking environmental awareness through fun and recreation, in 1991, the Life Is Green Project created its mascot, known as Afubra Puppet. A tree seedling that serves the communities where Afubra operates. The Project's key achievements include:

- 4.8 million native tree seedlings distributed free of charge
- 3 million pieces of school supplies and pedagogical items
- 647 schools covered
- 215 municipalities covered
- 370,000 people involved

## Tobacco Growers' Association of Brazil (AFUBRA): A pioneer in family farming initiatives

The Tobacco Growers' Association of Brazil (Afubra) was born in 1955, the result of joint efforts of farmers focused on a common cause: the mitigation of damages caused by hailstorms to their fields.

Afubra is also a founder member of the International Tobacco Growers' Association (ITGA). The only international tobacco growers' association was established 40 years ago by the main tobacco exporting countries at the time.

Since its foundation, Afubra has been engaged in empowering farmers, with an eye on environmental balance and diversification of all agricultural activities. As the years went by, new initiatives were added, and the entity created the *Agroforestry Production Department*. The main objective consisted in demonstrating to the family farmers the viability of earning income from reforestation.

Currently, the department administrates the Agricultural Dissemination Center (CDA); produces tree and cereal seedlings in the Afubra Tree Nursery; delivers lectures, field days, mobile sawmill services, course, training sessions and forestry services; establishes demonstration forests; offers training stints for students; issues the Rural Environmental Register, among other activities.



ITGA Secretariat visiting Afubra projects in 2023

## Expoagro Afubra 2024

Expoagro 2024 will take place between 19 and 22 March. ITGA 2024 Americas Regional Meeting participants will visit the fair as part of the activities. Check out the Expoagro 2024 Magazine Online (Available in Portuguese): [https://issuu.com/afubra/docs/revista\\_expoagro\\_2024\\_web](https://issuu.com/afubra/docs/revista_expoagro_2024_web)

The objectives of the Expoagro Afubra Family Farming Pavilion include promoting the dissemination of family farming, providing marketing space and encouraging the participation of certified enterprises. The Pavilion is 3,480 square meters and has a room for handling and sanitizing food and products, a cold room, a storage room and other facilities for exhibitors and the public.

**How do you see the WHO FCTC helping growers in their diversification efforts in your market?**

**Marcilio Drescher (Afubra President):** "Among Brazilian tobacco growers, there is still no evidence of projects that have really succeeded in diversification, as the FCTC wishes, except for their own initiatives that have been encouraged by organizations, Afubra, unions and/or cooperatives. The Brazilian government's initiatives to encourage diversification among tobacco growers only lasted as long as the subsidized funds. Even so, most of them did not achieve the desired sustainability."

## Expoagro Afubra Trade Fair

In pursuit of the bid to encourage crop diversification, in 2001, the first Expoagro Afubra was held. The event started as a field day held in a small area. This made Afubra realize the importance of this initiative and the opportunity to show the potential of the tobacco farming region, besides bringing together technologies, agricultural crops, production processes and the idea to diversify the farm, and the reality of the farmers.

The next step consisted in transforming the field day into an event with a broader scope and give continuity to future editions of the event.

Now, Expoagro Afubra has a 21-year history. Every year, the team of Afubra and partner entities do their best to develop a technical program that meets the needs of the farmers, whilst keeping them informed about the novelties of the agricultural sector through practices that comprise management, field demonstrations, exhibitions and information on thematic areas: livestock, machine dynamics, agroindustries, free range chicken farming, rice day, time for cultural presentations, vegetables, renewable energies, seed nurseries, besides specific activities of entity stands and 523 exhibitors.

### Expoagro 2023 Highlights:

- 186,000 visitors during the four-day event
- BRL 347 million (approximately USD 70 million) in business deals
- 523 exhibitors
- 80% of the visitors were farmers
- 18% new visitors



## Results of the research paper

The research results of the 'Socio-Economic Profile of the Tobacco Farmers in the South Region of Brazil' point to good overall conditions. See below some of the key findings:

- The tobacco farmers in the South Region of Brazil fall into the category of classes "A", "B1" and "B2"
- The percentage of tobacco farmers in classes "A" is 6.7%, which is equivalent to more than twice as much as the situation in general terms in Brazil. Only 2.9% of the Brazilian population fit into this social stratum
- Similar behaviour is ascertained in "B1". While in Brazil the number of people who fall into this stratum is 5.1%, among the tobacco farmers this amounts to 6.1%;
- A great number of the tobacco farmers fit into class "B2", with 67.2%. This percentage corresponds to more than four times of what is ascertained in national terms, where only 16.7% fit into this stratum;
- The superior social pattern of the tobacco farmers is revealed by an analysis of the other extreme end of the scale. In particular, the one that corresponds to the lowest levels. While in Brazil classes "C1", "C2", "C3" and "D", comprise nearly 76% of the population, among the tobacco farmers, these classes correspond only to 19.6%.

## Socio-Economic Profile of the Tobacco Farmers in the South Region of Brazil

The Federal University of Rio Grande do Sul, through its Study and Administration Research Center published a report on the results of the second edition of the research 'Socio-Economic Profile of the Tobacco Farmers in the South Region of Brazil'. The study covered 37 municipalities where tobacco is produced in the South Region of Brazil. The population chosen for this study consisted of tobacco farmers in the South Region.

### FAMILY INCOME:

- Taking into consideration all income sources, the tobacco farmers in the South Region of Brazil get an average monthly income of R\$ 11,755.30
- The average per capita income of the tobacco farmers in the South Region amounts to R\$ 3,935.40, while per capita income in Brazil is R\$ 1,625 (IBGE, 2022);
- 73% of the tobacco farmers have other income sources, besides the one from tobacco. This extra income comes from the cultivation of other agricultural crops and from such income sources as retirement pay, permanent or seasonal jobs, self-employed jobs, rent, land lease or financial investment income.

