



38th UNITAB EUROPE CONGRESS

European tobacco outlook
regulatory challenges and market opportunities

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Belgium



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General figures

- 17 active tobacco growers in Belgium
- An average of 30 hectares of tobacco each year
- Production of about 40 tons a year
- 95% Dark Air Cured variety “Filippijn”
- 5% Light Air Cured variety “Burley”



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Crop 2024

- Bad weather conditions
- Too much rain
- Too little sun
- Unfavourable temperatures
- 80% of normal production



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Crop 2025

- Excellent weather conditions
- Good quality and good production
- About 10% of the tobacco crop destroyed by hailstones



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Technical day



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Regulation

- From January 1, 2027: ban on smoking and vaping on terraces
- Smoking rooms in establishments, airports, hospitality venues, cigar clubs, and sischa bars will be forbidden too
- Belgium is the second country in Europe with this measure, after Sweden
- Measures have a detrimental impact on consumption and sales



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Fertilizers in tobacco : alternatives



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“The tobacco farmer remains the foundation on which the entire sector rests”



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THANK YOU!