



# **38<sup>th</sup> UNITAB EUROPE CONGRESS**

**European tobacco outlook**  
*regulatory challenges and market opportunities*

**Naples | September 23-24, 2025**

**[www.38unitabeuropecongress.com](http://www.38unitabeuropecongress.com)**



# Producers' Cooperative of Thrace

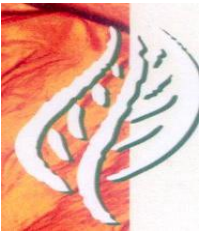
---

Contact Email: [koinkap@otenet.gr](mailto:koinkap@otenet.gr)



# Introduction

## *“About Our Cooperative”*

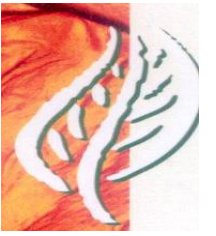


- ⇒ Our cooperative was established in 1999 in Thrace, Greece.
- ⇒ It is recognized as the largest tobacco producers' cooperative in Greece, both in terms of active membership and production volume.



# Introduction

## *“About Our Cooperative”*

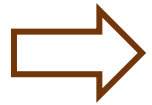
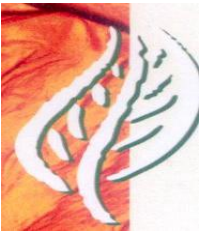


- ⇒ The cooperative has a total of 8.281 registered members, of which 2.312 are active tobacco growers currently engaged in cultivation.
- ⇒ Our main objective has always been to support our members, improve production quality, and promote our products in the international market.



# Introduction

## *“About Our Cooperative”*



The variety we cultivate, known as Basmás of Thrace, is an aromatic tobacco variety of exceptional quality.

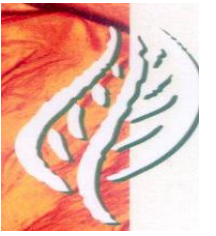






# Introduction

## *“About Our Cooperative”*



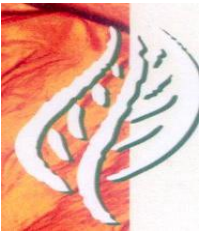
⇒ This tobacco variety is considered rare and is cultivated mainly in Western Thrace.



⇒ It is one of the finest tobaccos in the world, known for its quality and its use in cigarette and cigar blends, despite the small percentage of its cultivation compared to other varieties.



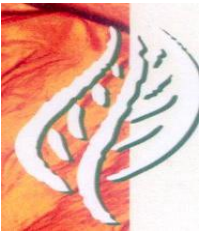
# Challenges in the production of Basma of Thrace



- ➡ Regarding the challenges surrounding the production of the Basma tobacco variety:
- ➡ I. The anti-smoking policy of the European Union, together with changing consumer habits, → is limiting the demand for tobacco.



# Challenges in the production of Basma of Thrace

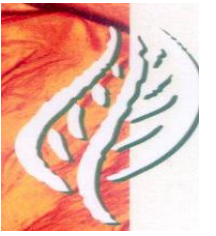


- ⇒ II. The high cost of production, given the special processing required by the Basma variety (leaf-by-leaf harvesting, careful drying), as well as the increased prices of fuel, fertilizers and labor, → make it difficult to cultivate this tobacco variety.





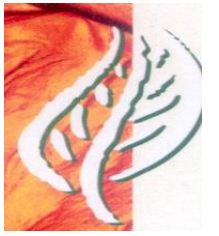
# Challenges in the production of Basma of Thrace



⇒ III. Young people are turning to other types of cultivation, as they realize that tobacco production is a laborious job with limited prospects in Greece.



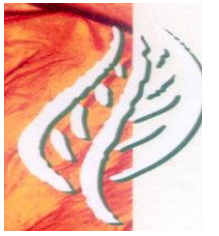
# Prospects in the production of Basma of Thrace



- ⇒ Basma is a highly aromatic tobacco that may increase its demand as a premium blend for cigarettes and cigars.
- ⇒ New research data examines tobacco as a source of biotechnological applications (pharmaceuticals, biofuels) (Shen et al., 2024).



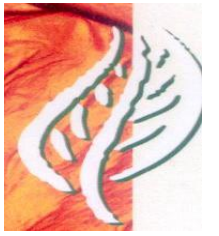
# Prospects in the production of Basma of Thrace



➞ In conclusion, Basmal is not only an agricultural product, but is directly linked to the history and multicultural identity of Thrace. It can be promoted, made known as a product and integrated into agrotourism activities.



# Conclusion



➞ Last but not least, Basmal is a source of life for many smallholder farming families in Thrace and it is crucial for all of the above reasons to keep the production of this tobacco variety alive...





**THANK YOU!**