38th UNITAB EUROPE CONGRESS

European tobacco outlook

regulatory challenges and market opportunities

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SwissTabac

Swiss Tobacco Producers' Cooperative

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2025 Production Data

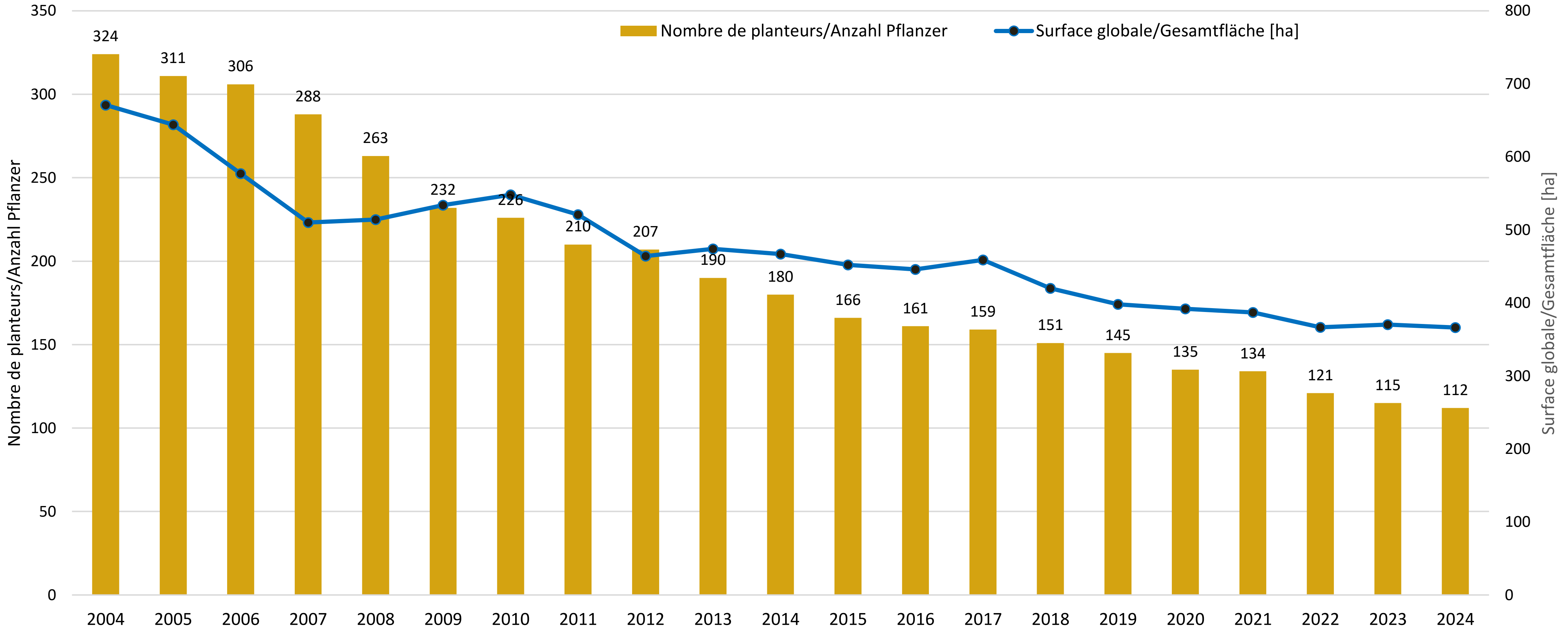
Number of farms: 104 (2025)

Planted areas in 2025 :

- **Burley leaf : 158 ha**
- **Burley stalk : 52 ha**
- **Virginia : 147 ha**

TOTAL : 357 ha

Evolution of the number of growers and cultivated areas between 2004 and 2024



Data on 2024 production

	Burley leaf	Burley stalk	Virginia	Total
Cultivated area in hectares	170	50	146	366
Number of producers	78	20	41	112
Average area per producer	2,2	2,5	3,6	3,3
Kilograms produced per hectare	2’131	1’907	2’653	2’309
Average gross product per hectare in CHF	36’062	30’748	43’926	38’479

Challenges in crop protection

- Over the past 10 years, Swiss tobacco producers have lost half of the active substances available for crop protection.
- For both insect control and tobacco downy mildew, the choice of active substances is very limited, and the risk of resistance development is very high.
- The approval of new active substances is highly restricted, and the administrative procedures are extremely cumbersome.
- Better international coordination would be desirable to enable our small production sector to have access to a wider range of plant protection products.

Indigenous Tobacco Financing Fund

- In Switzerland, a levy of 2.6 cents per cigarette pack helps finance the difference between the global market price and the price paid to producers.
- Thanks to this mechanism, our cigarette manufacturers can purchase Swiss-produced tobacco of the same quality at the global market price.
- A similar levy of 2.6 cents per pack is applied in support of tobacco prevention initiatives.
- This financing mechanism is unique to our country and is funded entirely by smokers.

Key Facts

- Renewal of the agreement with the Cooperative Society for the purchase of indigenous tobacco in 2024 for the next five years, with support for small-scale growers and a quality premium.
- At the federal level, revision of the Tobacco Products Act with stricter regulations on sales and marketing for cigarette manufacturers.
- Replacement of the Secretary-General of SwissTabac (Francis Egger), who will retire in 2026, while maintaining a strong link with national agricultural advocacy.

Outlook

Survey of producers at the beginning of 2025 (85% response rate)
66% of responding producers indicated that there will be no change in farm management by 2035, which is a sign of stability.
63% of producers planning to cease tobacco production by 2035 expressed interest in renting all or part of their facilities.
Overall desire to increase tobacco cultivation areas, especially for Virginia tobacco.
Producers planning to stop tobacco production by 2035 cited the following reasons:

- Labor (13)
- Age / Retirement (8)
- Workload (5)
- Price paid to producers (5)
- Health (4)
- Lack of plant protection products (3)
- Farm diversification (3)

→ **With careful attention to framework conditions, Swiss tobacco has a promising future!**

THANK YOU!