



ALLIANCE BULLETIN

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Today's Weather: Cloudy
High 20 C Low 8 C
68 F 46 F

Exchange Rate: 20 Swiss FR =
Vietnamese Dong 169,167 Ethiopian Birr 96.027
Paraguay Guarani 44,149.2 Dutch Guilder 28.581

INB-2 THURSDAY

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TODAY'S DELEGATE BRIEFING

PACKAGING & LABELING

3 May 2001
13.00-14.00
Salle III/Room 3

Speakers:
Rob Cunningham
David Hill
Bung-on Ritthiphakdee
Lunch will be provided

DEATH CLOCK

Since the opening of the first working group for the Framework Convention on Tobacco Control on October 25, 1999,

6,124,437
people have died from tobacco-related diseases.
(As of 8am 3 May 2001)

Developing Countries Back Advert Ban

At least 28 nations, many from the developing world, spoke out in support of a total ban on tobacco advertising, promotion and sponsorship during a working group session Wednesday, joining the nations of the Africa Region and the Southeast Asia Region who have taken unified positions in support of the ban.

The Chair's text currently calls for a total ban on marketing "targeted at persons under the age of 18" and "strict restrictions" on marketing targeted at adults. Many nations and public health advocates have argued that a distinction between youth and adult-oriented marketing is artificial and unworkable and that only a total ban can be effective.

Delegates expressed strong support for the total ban:

Sri Lanka: "Any qualifying statement (to a total ban) will be manipulated to the fullest extent by the tobacco industry. I hope that

the tobacco industry does not celebrate at the end of these negotiations."

New Zealand: "A total ban has been workable in New Zealand with nearly perfect compliance. Therefore, it should be a global yardstick."

Sudan: "The Chair's draft is disturbing because it implies that all the efforts we have made in this Convention are intended only for those under age 18. Protect all citizens, regardless of age. Our children do not live on another planet and are largely influenced by their surroundings."

The United States has been one of the leading opponents of a total ban, arguing that such a ban would be unconstitutional in some



Patricia Lambert, Chief Delegate from South Africa, holds a youth soccer jersey for the 2002 World Cup that is emblazoned with a logo of the Dunhill cigarette brand.

countries. Other nations have proposed compromises calling for a total ban to the extent allowed by national constitutions, but they have yet to be accepted by the U.S.

While expressing constitutional concerns about a total ban, Japan Wednesday said, "It is not practical to have an age differentiation (in advertising restrictions). We will seriously consider a total ban."

The False Economics of Tobacco Farming

For years, the multinational cigarette companies and leaf dealers have exaggerated the importance of tobacco farming to national economies and inaccurately claimed that tobacco control initiatives will cause economic harm to tobacco producing countries and tobacco growers.

The Tobacco Industry Exaggerates the Impact of Tobacco Control Initiatives

The big cigarette companies say that new tobacco control initiatives, by reducing smoking, will reduce the overall demand for tobacco leaf, thereby hurting tobacco farmers and even national economies. But, as University of Michigan (USA) economist Ken Warner points out:

"Globally, concerns about the transitional costs associated with declining tobacco consumption evaporate when one recognises that tobacco consumption is rising, not falling. The World Health Organization predicts that the number of tobacco consumers will increase from 1.1 billion at present to 1.6 billion by the

year 2025. Thus, for the foreseeable future, any realistic conception of successful international tobacco control must focus on reducing the rate of increase in tobacco use, rather than producing substantial absolute decreases in smoking. Globally, therefore, the "transitional costs" of successful tobacco control will involve less rapid expansion of the tobacco industry, rather than dire economic straits attributable to its contraction."

While future declines in consumption will clearly reduce the number of tobacco farming jobs, those jobs will be lost over decades, not overnight. There is simply no realistic scenario under which anyone farming tobacco today will be put out of work as a result of tobacco control initiatives.

The Tobacco Industry Exaggerates the Economic Importance of Tobacco Farming

The tobacco industry estimates that 33 million people are engaged in tobacco cultivation globally. However
(Continued on page 2)

FACT: WHO forecasts that if current trends continue the number of smokers worldwide will increase from the current 1.1 billion to 1.6 billion in 2025, even as smoking rates fall in some countries.

TODAY'S SCHEDULE

3 May 2001

Time of Negotiating Sessions
Morning: 10.00-13.00
Afternoon: 15.00-18.00
Evening: 19.30-22.00

9.00-10.00

FCA Women's Caucus Meeting
Salle XVI/Room 16

13.00-14.00

FCA Delegate Briefing:
Packaging & Labeling
Salle III/Room 3

The Framework Convention Alliance (FCA) is an alliance of NGOs from around the world working to achieve the strongest possible Framework Convention on Tobacco Control. Views expressed in the *Alliance Bulletin* are those of the writers and do not necessarily represent those of the sponsors.

FCA Grupo de Mujeres

"Las mujeres que fuman como hombres mueren como hombres" dijo Nancy Kaufman en la sesión del martes del Grupo de Mujeres, al comentar sobre el reporte del Cirujano General: *El Fumar en las Mujeres*.

Desde 1987, el cancer pulmonar ha sido la razón principal de muerte entre las mujeres en USA, y fumar es responsable de una en cada cinco muertes por fallas al corazón. También se mencionó que de entre las muertes atribuidas al tabaco en USA, el 39% son mujeres

A fin de mes se publicará otro reporte importante.

La Monografía de la OMS sobre *El Tabaco en las Mujeres* será publicado el 31 de Mayo para el Día Mundial Sin Tabaco.

False Friends: Industry Harms Farmers

(Continued from page 1)

these figures include not only farmers who rely entirely on tobacco, but also farmers who grow other crops besides

tobacco, seasonal laborers, family members and other part-time workers. It is misleading to compare these employment figures with

other economic sectors where jobs are full-time and year-round.

Full-time equivalent (FTE) figures, which reflect the number of farmers dependent on tobacco production or employed full-time in tobacco cultivation, are a much more accurate gauge of the true importance of the crop to employment levels. The World Bank estimates that, for most countries, the FTE figures are about one-third of the tobacco industry's estimates. In Argentina, for example, while the industry reports that 105,000 people are employed in growing tobacco, the FTE figure is 44,000.

In addition, the World Bank points out that tobacco farming makes up a tiny fraction of the agricultural labor force in most developing countries and an even smaller percentage of the total labor force. In Zimbabwe, one of the most tobacco-dependent economies in the world, tobacco FTEs constitute 1.25% of the agricultural labor force and 0.9% of the total labor force. In Brazil, the world's fourth largest producer of tobacco, tobacco FTE is approximately 1.9 percent of the total agricultural labor force and 0.44% of the total labor force.

The Tobacco Industry Exaggerates the Profitability of Tobacco to Growers

The tobacco industry likes to boast that tobacco is one of the most lucrative crops on a per-hectare basis. What it fails to mention is that tobacco is also extremely labor and input intensive. Preparing tobacco seedlings for transplant requires weeks of watering and frequent applications of fertilizers and pesticides. Once transplanted, the plants require yet more applications of pesticides and fertilizers, and fre-

quent weeding. Then the plants must be harvested and cured. In many countries, this process requires the construction of special curing barns that use large amounts of fuel, usually coal or firewood. After subtracting the cost of inputs, the net economic benefits of growing tobacco are far less than the tobacco industry would have people believe.

As More Countries and People Grow Tobacco, Tobacco Company Profits Rise

Over the past twenty years, the multinational cigarette companies have been engaged in a massive buying spree overseas, spending billions of dollars building new factories, entering into joint-venture agreements with private and government tobacco companies, and snapping up formerly state-owned factories, usually at fire-sale prices. Today, Philip Morris, British American Tobacco (BAT) and Japan Tobacco each own or lease manufacturing facilities in over 50 countries. These companies have worked with U.S. leaf companies to finance the cultivation of tobacco to supply these new factories.

Three U.S.-based companies: Universal, Dimon and Standard Commercial –

dominate the global leaf market. These companies – which select, purchase, process and sell tobacco – work with the cigarette companies to determine where, how much and what kind of tobacco will be produced overseas. As a result of these efforts, worldwide tobacco production has skyrocketed, increasing by 59% between 1975 and 1997. Much of this increase has occurred in developing countries, where production rose by 128% between 1975 and 1998, while falling 31% in developed countries. Today tobacco is grown in more than 100 countries. The rapid expansion of tobacco cultivation, combined with company practices that have reduced the

amount of tobacco used per cigarette has resulted in a worldwide oversupply of tobacco and a corresponding decline in prices. Between 1960-1989, the world price for flue-cured tobacco declined in real terms by between 1.1% and 1.7% per year. This trend accelerated between 1985 and 2000, reports the World Bank, when the real price per ton fell 37%, from \$1,950 to \$1,221 per ton. At the same time, cigarette company profits have skyrocketed. Between 1989 and 1999, Philip Morris' international tobacco revenues increased 226% to \$27.4 billion, while profits from those sales rose 400% to \$5.05 billion.

As Company Profits Rise, Tobacco Farmers Go Deeper Into Debt

As tobacco prices decline in many countries, the costs of inputs like fertilizers and pesticides have been rising. As a result, tobacco farmers all over the world are running up major debts to the leaf companies and banks, provoking threats of arrests and land seizures. Rabison Mwase, a farmer in Kasungu district in Malawi for example, took out loans of \$1,300 for fertilizers and other inputs in the year 2000. "What I got from my tobacco could scarcely enable me to repay the loan, let alone pay my tenants," he says. Mwase has had to sell off some of his less-valuable property to avoid creditors from impounding his land and is now considering switching to other crops.

Conclusion

It is the actions of the big cigarette companies and leaf dealers – not tobacco control initiatives – that are the real cause of tobacco farmers' problems. By encouraging more and more countries to grow tobacco, by pressuring for the elimination of price support systems such as in the United States, by spending tens of millions of dollars designing cigarettes containing less tobacco, and by playing off countries against each other, the companies are attempting to further drive down the global price of tobacco leaf in order to ensure continued profits.

There is simply no realistic scenario under which anyone farming tobacco today will be put out of work as a result of tobacco control initiatives.

The actions of the cigarette companies and leaf dealers – not tobacco control initiatives – are the real cause of tobacco farmers' problems.

FACT: Just four countries — Brazil, China, India and the U.S. — account for two-thirds of global tobacco production, and only two countries — Malawi and Zimbabwe — are significantly dependent on export earnings from tobacco.



Tobacco and the Environment

Phillip Karugaba
The Environmental Action Network (TEAN), Uganda

Tobacco causes disease, poverty and underdevelopment. It also causes environmental degradation and thus affects all our lives whether we smoke or not. In developing countries the process of tobacco curing requires a lot of woodfuel. In Uganda, 10-40 tons of wood is required for every 1 ton of cured tobacco. According to a study by Helmut Geist, tobacco growing is responsible for 1.7% of the global deforestation. This figure rises dramatically to 4.6% for developing countries and to a staggering 12% for countries in Southern Africa. In the wake of deforestation comes loss of biodiversity, soil erosion, consequent loss of soil fertility and adverse changes to the ecology of rural areas.

The tobacco companies boast of afforestation projects. In Uganda, BAT has been planting the fast growing eucalyptus trees to replace depleted indigenous species like the shea butter tree whose oil is used for cooking in many parts of Northern Uganda. The eucalyptus tree is an anti-social thirsty tree. Its fast growth rate

places a great demand on the soil water and nutrients, while its fallen leaves contain chemicals that discourage the growth of other vegetation near the tree.

The unregulated use of pesticides by family farm workers with little or no training and little or no protective clothing is another cause of tragedy. Poisonings, deaths and suicides related to pesticide use are commonplace. These pesticides also find their way into the ground water and cause further pollution. Some pesticide residues have also been found in cigarettes.

Other environmental concerns are the fire hazards to vegetation and property caused by careless smokers. The litter from cigarette butts and the cellophane of wrappers of tobacco products are also of concern. This is happening in Trinidad & Tobago. Pollution from leaf threshing plants and noises from the cigarette making plants are also environmental concerns. A study in Uganda revealed that the noise levels in the cigarette making plant exceeded even BAT's

own standards and that there was a real risk to the health of the workers.

Our hope lies in a strong Framework Convention to address the environmental hazards of tobacco. We need firm action to flesh out the references to protection of the environment made in Paragraph C and Guiding Principle No. 6 of the Chairman's text.

The FCTC should:

- 1) obligate the tobacco companies to cure their own tobacco, using technologies not dependent on wood fuel;
- 2) obligate the tobacco companies to train farm workers on the use of pesticides and provide them with protective clothing;
- 3) obligate Member Parties to monitor the use of pesticides in tobacco growing

To be healthy, we need a healthy environment.

On the Record: Ad Bans

The following nations, including many from the developing world, spoke in support of a total ban on advertising, promotion and sponsorship during a working group session Wednesday. They joined the nations of the Africa Region (AFRO) and the Southeast Asia Region (SEARO) who have taken unified positions in support of the ban. This list is not comprehensive.

Kenya	Lithuania
Sri Lanka	Cuba
Australia	Norway
Sudan	New Zealand
Rwanda	Australia
Trinidad & Tobago	Iceland
Turkey	India
Dominican Republic	Oman
Sri Lanka	Albania
South Africa	Peru
Jamaica	
Thailand	
Paraguay	
Switzerland	
Sierra Leone	
Indonesia	
Philippines	
Latvia	

India, speaking on behalf of the **Southeast Asian Region (SEARO)** in support of a total ban on advertising, promotion and sponsorship: "The best way to protect children is to assure that social norms send them the right message. Assuming that banning ads aimed just at children will be ineffective is as illusory as assuming that tobacco smoke will not circulate in an airplane."

Indonesia: "Prohibit advertising aimed at persons under 18. All persons should benefit from an advertising ban."

Cameroon: "Licensing should apply to manufacturers, retailers and major importers. In Cameroon, the retail outlets are often on the pavement. There is a whole informal sector. Free samples are being given on the streets to motorists passing by. It may be difficult to implement a system of licenses on retailers. So it is important that we try to control imports by applying licenses to manufacturers and importers."

Kenya: "If licensing and registration becomes difficult and expensive in the developing countries, we look forward to support from the Framework Convention on Tobacco Control. We need to find a mechanism to make this work."

Jamaica on a provision calling for "non-discriminatory" measures to combat smuggling: "What are we being non-discriminatory about? Our whole purpose is to discriminate against tobacco trade."

Lucio Morelli, waiter at CIGC bar: "It is so good to have a smoke-free environment at this Center. Once this meeting is over, I have to suffer from smoke again."

Orchid Award



THE MANY COUNTRIES that have called for a total ad ban.

Dirty Ashtray

ALL COUNTRIES NOT in support of a total ad ban. It's not too late...



Views from the Alliance

U.S. Proposals Would Severely Undermine Proposed Tobacco Treaty

Campaign for Tobacco-Free Kids and American Lung Association (USA)

We are outraged at the Bush Administration's apparent reversal of the United States' international tobacco policy during ongoing negotiations in Geneva on the proposed Framework Convention on Tobacco Control, the world's first treaty on tobacco. The U.S. this week has repeatedly made proposals that would weaken critical provisions of the draft convention and severely undermine its potential to reduce the death and disease caused by tobacco around the world.

If implemented domestically in the United States, these proposals would give the tobacco industry the weak and ineffective approach to tobacco regulation that it seeks. These proposals sound more like those of the tobacco industry than of a world leader in international health.

Specifically, the United States has sought to:

1) Eliminate a provision calling on nations to prohibit the use of dangerously deceptive terms like 'low tar', 'light and mild' to market tobacco products. Tobacco companies have used such terms

to convey the impression of reduced risk from their products despite knowing that is not the case. The result has been to deter smokers from quitting. The U.S. supported prohibiting tobacco industry claims only if they are clearly false, misleading or deceptive, but not if they would otherwise harm public health.

2) Delete provisions that would prohibit tax-free and duty-free sales of cigarettes and call for "imposition of taxes on tobacco products so as to achieve a stable and continuous reduction in tobacco consumption."

3) Reconsider a provision encouraging governments to protect non-smokers by banning smoking in workplaces and public buildings.

4) Delete a provision supporting the licensing of tobacco retailers as an effective means to enforce youth access laws, which are already in place in many American states.

5) Weaken the overall obligations of nations to implement the provisions of the proposed treaty.

Along with the Bush Administration's failure to provide the necessary funding to continue the U.S. Department of Justice lawsuit against the tobacco industry, these international proposals indicate that U.S. policy on tobacco has taken a disturbing turn for the worse. We urge President Bush to reconsider this course so that the United States remains a leader in protecting kids and fighting the tobacco epidemic.

The tobacco industry invested \$8.3 million in campaign contributions during the past election to buy a reversal in U.S. tobacco policy both domestically and internationally. The U.S. and the world would pay a high price if that were to happen. Tobacco is the leading preventable cause of death in the United States, killing more than 400,000 Americans every year. Worldwide, about four million people die each year from tobacco-related disease, with this figure projected to rise to about 10 million per year by 2030. We hope these statistics speak louder than \$8.3 million in influence peddling.

Views from the Alliance

Declaration of the Czech and Hungarian NGOs on the Latest Developments of INB-2

As NGOs from the central European region, we would like to encourage the EU to support a strong FCTC including measures proved to be effective in countries with the most progressive tobacco control policies in Europe (e.g. a total ban of tobacco advertising).

A strong European Union regulation on different tobacco related issues is crucial for countries wishing to join the Union or, like ours, being in the process of accession. That is because the legal harmonization process includes the introduction of EU directives and regulations on tobacco issues into our countries. We will not be able to reach or maintain stronger tobacco control regulations than the EU has if such a weak FCTC text is agreed to. If adopted, a weak FCTC will be a very good argument for tobacco companies to challenge stronger local regulations.

At the same time we feel that WHO should work more intensely with NGOs in Central and Eastern European countries. Our experience is that

NGOs working for many years in tobacco control are excluded from being involved in the development of the official position of governments.

It is very important to mobilize communities and to stimulate public discussion on this treaty under preparation. Media and policy advocacy on FCTC should be intensified to get the support of these influential target groups in putting tobacco control higher in the political agenda in every country.

Eva Kralikova, Working Group for the Prevention and Treatment of the Tobacco Dependence at the Czech Medical Association
Jiri Kozak, Czech Committee of European Medical Association Smoking or Health
Tibor Szilagyi, Health 21 Hungarian Foundation

Views from the Alliance

The European Union Explained

Clive Bates, Action on Smoking and Health (London)

What a strange creature the European Union is.... At a reception this week, a delegate from an EU country was asked: "What would your position be if you were not in the EU. The delegate answered, "Well, our policy for the FCTC would be for a complete ban on all forms of tobacco advertising, sponsorship and promotion in line with our national tobacco policy."

But the EU cannot allow this to be said from the floor. All the member states are under strict orders to agree with each other, and to agree with the European Commission – even if they

don't agree. And we know they really don't agree with the current EU compromise position. This is because 12 of the 15 signed up to a comprehensive advertising ban in 1998, only to have this overturned in court last year by that most mighty friend of the tobacco industry, the German government.

The effect of this? The progressive European states are suppressed and their experience and real positions denied to the negotiations. At the same time, the laggards and pro-tobacco states can hide behind the mirage of European solidar-

ity and be protected from the hostility that their views deserve. It is the most negative role the EU can play – a search for the lowest common denominator.

The solution to this isn't easy and is buried in the quagmire of intra-EU politics, but the progressive member states should not find themselves opposing the strong and unequivocal position on advertising advanced by the African region when this is exactly the policy they follow at home.