



ALLIANCE BULLETIN

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Today's Weather: Partly Cloudy Exchange Rate: 20 Swiss FR =
 High 16 C Low 3 C Franc 1,958.48 Peso 552.66
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Will Action Match Rhetoric?

Lofty rhetoric marked delegates' remarks Tuesday in their first discussions of the substance of the Framework Convention. But key issues remain to determine whether the rhetoric becomes reality.

"We must regulate and regulate stringently and comprehensively. Public health must be our primary consideration," said the Ecuador representative as delegations took turns in a long day of statements.

Even tobacco-growing nations expressed support for the FCTC, with Zimbabwe Minister of Health Dr. Timothy Stamps

stating, "We must not be sidelined by economic concerns no matter how real they may be."

Delegates accepted Chairman Celso Amorim's recommendation that the existing Proposed Draft Elements serve as a "reference" but "not necessarily as a basis" for the negotiations.

But they have several key procedural questions left:

- Whether non-governmental organizations (NGOs) will be granted an extended role. Amorim appointed Canada and Thailand to develop a recommendation.

SMUGGLING: THE TRUE STORY

The Framework Convention Alliance invites country delegates to the INB to a luncheon briefing on smuggling.

**Wednesday
18 October 2000
13.00-14.00
Salle XV**

- Whether the Intergovernmental Negotiating Body will divide into working groups to draft the FCTC.
- How many of the Draft Elements will end up in either the body of the convention or the protocols.

Farmers Hurt By Industry Practices, NOT Health Measures

The tobacco industry often argues that tobacco control initiatives, including the Framework Convention on Tobacco Control, spell disaster for nations and communities that are economically dependent on tobacco production.

But the experience of Samson Mwita Marwa, a former Member of Parliament and tobacco farmer from the Kuria district of Kenya, tells a different story – one of exploitation of farmers by the tobacco multinationals. According to Marwa's testimony to the WHO, British American Tobacco and other tobacco companies have taken away the rights of farmers to bargain collectively. They have

dictated farming methods that repeatedly expose farmers to dangerous pesticides, result in water pollution and deforestation, and contributed to famine

firms, have cultivated over a period of 31 years."

Numerous research studies further debunk the industry's argument that tobacco control policies will harm tobacco-growing countries. These studies show:

- Tobacco-growing countries that begin planning now have the opportunity to ensure a gradual and orderly transition to a less tobacco-dependent economy. Even the most optimistic forecasts indicate that global tobacco consumption will increase over the next three decades. The WHO forecasts that if current trends continue,

SPECIAL REPORT TOBACCO FARMING

and malnutrition by turning the strained land unproductive.

"The Kuria farmer has never reaped his worth's return from farming tobacco," Marwa said. "The insulting payment made to the farmer at the end of every farming season achieves only one thing – enhances a circle of dependency that the main beneficiaries of the crop, namely the

DEATH CLOCK

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

3,954,744
people have died from tobacco-related diseases.

(Continued on page 2)

FACT: A 1999 study examined data from 102 countries and found that partial advertising bans were ineffective in reducing tobacco consumption.

TODAY'S SCHEDULE

18 October 2000

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

13.00-14.00

FCA Delegate Lunch Briefing
"Smuggling: What is the True Story?" Salle XV

14.00-15.00

Women's Caucus
"FCTC and other treaties—CEDAW, environment treaties and others"
Salle XV

Check this calendar each day this week for briefings and events.

"I am proud to say that despite tobacco's role in the economy, we in Brazil are preparing ourselves for the Framework Convention on Tobacco Control and are already aligning our legislation with international standards."
—Thais Corral of Rede de Desenvolvimento Humano

Views expressed in the *Alliance Bulletin* are those of the writers and do not necessarily represent those of the sponsors. The *Alliance Bulletin* presents views on the impact of the policies supported by the Framework Convention Alliance (FCA).

Special Report: Farmers & Health

(Continued from page 1)

- the number of smokers worldwide will increase from the current 1.1 billion to 1.6 billion in 2025 (due in part to an increase in global population), even as overall prevalence falls in some countries. While future declines in consumption will reduce the number of tobacco farming jobs, those jobs will be lost over decades, not overnight.
- According to the World Bank, although tobacco is grown in more than 100 countries, just four countries – Brazil, China, India and the United States – account for two-thirds of global production. Only two countries – Malawi and Zimbabwe – are significantly dependent on export earnings from tobacco. In both countries, variable market prices and a diminishing rate of return have encouraged tobacco farmers to seek alternative crops such as paprika, macadamia nuts and cut flower production.
 - Independent economists who have studied the tobacco industry's claims have concluded that they greatly exaggerate potential job losses. Tobacco production constitutes a small part of most countries' economies. In addition, money previously spent by consumers on tobacco will be reallocated to other goods and services, generating alternative employment (and taxes). Research done for the World Bank demonstrates that most countries will not see net job losses if tobacco consumption falls. Some countries will even experience net gains, particularly those that import most tobacco products and where foreign companies dominate the tobacco industry.
 - The practices of the tobacco industry are a much greater threat than tobacco control measures to the viability of tobacco growers. To drive down the global price of tobacco leaf and ensure continued profits, the tobacco companies have encouraged more and more countries to cultivate tobacco, spent huge sums designing cigarettes that contain less tobacco, and played countries against each other, according to a 1999 report called *False Friends: The U.S. Cigarette Companies' Betrayal of American Tobacco Farmers* (by the Campaign for Tobacco-Free Kids in the U.S.)
 - While claiming to protect the interests of farmers, the tobacco companies have actually used farmers to protect their profits and political interests. A 1985 report from Philip Morris details the company's efforts to "enlist the help of our natural allies such as the ... growers" to oppose tobacco tax increases and other anti-smoking measures. The document states that the company has "already helped organize growers in a number of countries" including Malawi, Zimbabwe, Thailand and Argentina. A 1989 Philip Morris document suggests the creation of a "global agro-lobby," citing as some of the benefits the "useful Third World bias" and the perception that agricultural issues are the "weak flank of the WHO."
 - Although the tobacco sector is not unique in its use of child labor, the rigors of working the tobacco crop places the health and physical development of children at risk. The use of child laborers in tobacco production is widespread in the major tobacco producing countries.
 - As they are in Kenya, tobacco farmers and field laborers in many countries are repeatedly exposed to dangerous, cancer-causing pesticides and other chemicals, many of which are provided directly by the tobacco companies. Children are especially at risk.
- Some of the tobacco-growing countries have begun to take a leadership role in protecting the public health from tobacco.
- "I am proud to say that despite tobacco's role in the economy, we in Brazil are preparing ourselves for the Framework Convention on Tobacco Control and are already aligning our legislation with international standards," said Thais Corral of Rede de Desenvolvimento Humano, a tobacco control leader in Brazil.

"The Kuria farmer has never reaped his worth's return from farming tobacco."

—Samson Mwita Marwa,
a former Member of Parliament and tobacco farmer from the Kuria district of Kenya

FACT: The same study found that per capita cigarette consumption in countries with comprehensive bans declined about 8% while consumption in countries with out such bans declined by only 1%.

Tobacco Farmers, Health Leaders Work Together in United States

Tobacco farmers and public health leaders in the United States have worked together in recent years to find solutions that both protect health and help farmers and their communities break their economic dependence on tobacco production.

U.S. President Bill Clinton recently appointed a commission consisting of tobacco farmers and public health leaders to come up with a plan by the end of the year that will help meet both economic and health goals.

The commission builds on existing cooperation between tobacco farmers and health advocates in tobacco-growing U.S. states such as Kentucky, where more than

60 organizations have formed a coalition called Kentucky ACTION to work on both health and farmer concerns.

"In the United States, health groups and

important to expand this dialogue to include health organizations and tobacco growers at the international level."

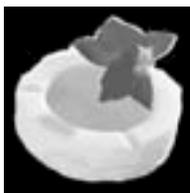
The Flue-Cured Tobacco Cooperative Sta-

bilization Corporation, a grower organization in North Carolina, USA, also submitted testimony to the WHO: "We know that many of our counterparts around the world refuse to acknowledge the serious health consequences of tobacco use and wish that the WHO's initia-

tive would simply go away. In the US, we are realizing that rather than attempting to preserve the 'status quo' ... we need to be a part of the solution to the problems and challenges we all face."

"In the United States, health groups and tobacco farm organizations are working together to find both short and long term solutions."
—LynnCarol Birgmann,
Executive Director of Kentucky ACTION

tobacco farm organizations are working together to find both short and long term solutions," said LynnCarol Birgmann, Executive Director of Kentucky ACTION, in testimony to the WHO. "We believe it is critically



Orchid Award **Uganda**

Refused tobacco industry money – "30 pieces of silver" – for youth prevention programs



Dirty Ashtray Award **Tobacco Industry and Marketing Board of Zimbabwe**

Pretended to be part of the Zimbabwe delegation

"I wish to make it clear that Zimbabwe disassociates itself from any activities of these gentlemen."

—Dr. Timothy Stamps
 Zimbabwe Minister of Health

Then & Now

Tobacco Institute 1980

"...the entire matter of addiction is the most potent weapon a prosecuting attorney can have in a lung cancer/cigarette case. We can't defend continued smoking as 'free choice' if the person was 'addicted'."

Philip Morris 13 Oct. 2000

"We agree that smoking is addictive and causes disease in smokers...we do not have legal responsibility for those that claim they have been injured. We should not be responsible for their choices."

The Negotiations: Quotes of the Day

Djibouti – "Assume that tobacco is a killer disease killing millions of inhabitants. Assume we are researchers looking for a drug remedy. Would we look for a drug to diminish the disease or eradicate it?"

Latvia – "We will become stronger separately if we are strong jointly."

Malawi – "Pregnant women and children are anemic. Diversification from tobacco to dairy and beef would kill two birds with one stone."

New Zealand – "Look beyond young people. Young people are not oblivious to adult ads."

Philippines – "Abolish subsidies that encourage tobacco production and export."

Switzerland – "It is not enough for companies to say that they are responsible in the U.S., when they use unacceptable tactics and strategies in the rest of the world."

FCA MEMBER ORGANISATIONS

Action on Smoking and Health, Australia
Action on Smoking and Health Foundation, Thailand
Action on Smoking and Health, Ireland
Action on Smoking and Health, London (UK)
Advocacy Institute (USA)
African Center for Empowerment and Gender and Advocacy
Alcohol and Drug Information Center (Ukraine)
American Cancer Society
American Heart Association
American Lung Association
American Public Health Association
Asociacion Espanola contra el Cancer
Asociacion Mexicana de Estudios para la Defensa del Consumidor (Mexico)
Association of the European Cancer Leagues
ATOM-AFIS (Kenya)
Bangladesh Anti-Tobacco Alliance
British Medical Association
Campaign Against Foreign Control of Aotearoa (New Zealand)
Campaign for Tobacco Free Kids (USA)
Canadian Cancer Society
Cancer Foundation of Western Australia
Cancer Research Campaign (UK)
Chinese Progressive Association (USA)
CNCT (French Committee for Smoking Prevention)
Coalition on a Smoke-Free Environment for Kids in Japan & Tobaccoless Japan
Community Health Cell (India)
CONACTA (Honduras)
Conselho de Prevencao do Tabagismo (Portugal)
Consumers Association of Malawi
Consumers Association of Penang (Malaysia)
Environmental Rights Action (Nigeria)
European Network for Smoking Prevention
European Respiratory Society
Federation des ONGs et OCBs Luttant Contre le Tabagisme (Senegal)
German Cancer Research Centre
German Coalition Against Smoking
German Medical Action Group Smoking and Health
Heart and Stroke Foundation of Canada
INFACT (USA)
International Agency on Tobacco or Health
International Council of Women
International Network Of Women Against Tobacco
International Non Governmental Coalition Against Tobacco
International Union Against Cancer
International Union Against Cancer/
GLOBALINK
International Union Against Tuberculosis and Lung Disease (IUATLD)
Medical Women's International Association
National Council Against Smoking (South Africa)
National Heart Foundation (Australia)
National Organisation for Tobacco Eradication (India)
Network Association for the Rational Use of Medication in Pakistan
Network for Consumer Protection (Pakistan)
New South Wales Cancer Council (Australia)
OxyGeneve (Switzerland)
Physicians for a Smoke-Free Canada
Public Services International
REDEH – The Network in Defense of Humankind
San Francisco Tobacco Free Coalition (USA)
Society for Research on Nicotine and Tobacco
SOS Tabagisme (Mali)
Soul City (South Africa)
Tobacco Free Las Cruces Coalition (USA)
Turkish Committee on Tobacco and Health
Women's Environment and Development Organization
World Dental Federation
World Federation of Public Health Associations
World Vision International
Zuna Women's Operation Green (Zimbabwe)

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FIRST MEETING OF THE
INTERGOVERNMENTAL NEGOTIATING BODY
OF THE FRAMEWORK CONVENTION ON
TOBACCO CONTROL
INTERNATIONAL CONFERENCE CENTRE
GENEVA (CICG)
16-21 OCTOBER 2000

Testimony on Farmer Issues Industry Charged with "Betrayal, Blackmail, Robbery"

*Excerpts from 12-13 October
Public Hearings*

Samson Mwita Marwa Cooperative Movement, Kenya

For far too long, the poor tobacco farmer has had to suffer in silence to the advantage of the rich multi-national tobacco firms. Tobacco was introduced in Kuria district, a tiny but productive area in Western Kenya, as a cash crop in 1969.... It was then grown by tobacco farmers who were organized into a cooperative society. However, the society lasted three years as the British American Tobacco Limited silenced it....

These events have a poly-echo ring of betrayal, silence, blackmail and robbery.

Betrayal because the unsuspecting farmers entirely trusted BAT to be doing things to the best interest of the farmer. But the firm has never done anything...

Silence because by killing the cooperative society, BAT has taken away the right of the farmer to bargain collectively. In fact, the farmer, without the advantage of average formal education, was left on his own to farm, harvest, cure and sell according to the dictates of BAT.

Blackmail because BAT kept de-registering or declining to register farmers they did not like as a way of silencing anyone who would want to demand a better deal for himself....

Robbery, and this is the most bitter part, because the Kuria farmer has never reaped his worth's return from farming tobacco, whose main dealer has been and still remains BAT or any other tobacco company. The insulting payment made to the

farmer at the end of every farming season only achieves one thing – enhances a circle of dependency which the main beneficiaries of the crop, namely the firms, have cultivated over a period of 31 years.

LynnCarol Birgmann Kentucky ACTION (USA)

Living and working in one of the most tobacco dependent states in America, we can provide the WHO with some insights on how the WHO might work with tobacco growers and policy makers that will allow growers to reduce their dependencies on tobacco, while WHO moves forward with a strong effort to reduce the disease, death and addiction caused by tobacco use....

Because of the alliance that has been established between the public health community and the agriculture community in Kentucky, it is unlikely that today you would find anyone in Kentucky who would question the need for significant changes in the way in which this industry conducts its business.... We respectfully provide the following comments, ideas, and suggestions:

1. It is important that the WHO keep focused on the significant problems associated with tobacco use and assist in the implementation of policies and programs that will work towards the reduction of tobacco use and the diseases associated with their use. Even in a tobacco growing state, where we must deal with the political, economic and social realities of tobacco, we must not lose sight of public health goals and objectives....
2. It is important to realize that tobacco is grown in many countries, although only a handful make up the major countries of production. In

addition to farmers there are thousands of people living in tobacco dependent regions and communities that depend upon tobacco money to feed their children and pay their bills. These people must also be considered as we move forward to accomplish our goals.

3. It is possible to enter into discussion and dialogue with tobacco growers in an effort to find common ground and to work together to develop a process for short-term and long-term change.

4. While tobacco growers are dependent upon the tobacco industry to purchase their crop, it is inaccurate and counter-productive to lump both growers and companies into the same category and label it the "tobacco industry." The interests of the companies and the interests of the growers are often grossly incompatible...

5. While there is still a strong connection between the tobacco growers and the tobacco industry, many growers in the US are finally beginning to stand up for themselves, beginning to question the true motivations of the companies, and even providing leadership for change. Many tobacco farmers in the tobacco producing states acknowledge privately and in some cases publicly that tobacco is a major cause of disease and addiction....

In the United States, health groups and tobacco farm organizations are working together to find both short and long term solutions. We believe it is critically important to expand this dialogue to include health organizations and tobacco growers at the international level.