

TOBACCO BOARD OF ZAMBIA



2022 TOBACCO MARKETING BRIEF REPORT

Introduction



- The 2022 tobacco marketing season commenced on 14th March for Rosewood sales floor in Kaoma, western province and 26th April, 2022 for all other approved sales floors.
- The tobacco marketing season was officially opened by the Minister of Agriculture in Eastern province at the JTI Sales floor (Baobab floors).
- The season has been characterized by **congestion free sales floors** necessitated by strict adherence to the marketing rules and regulations coupled with the verification of growers conducted jointly with all tobacco industry stakeholders.



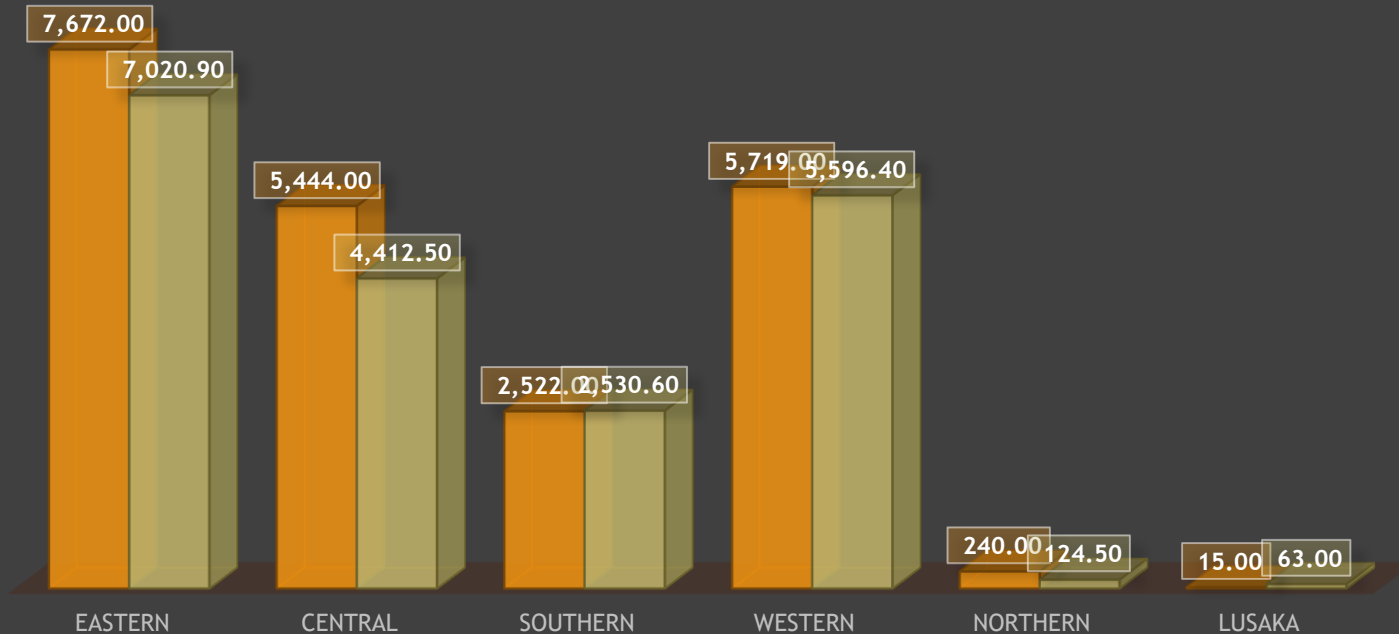
Farmer registration

- A total of 21,612 growers with total hectares of 19,747.90 were registered a 7% increase in number of growers registered compared to 20,073 growers registered in 2020/21 season

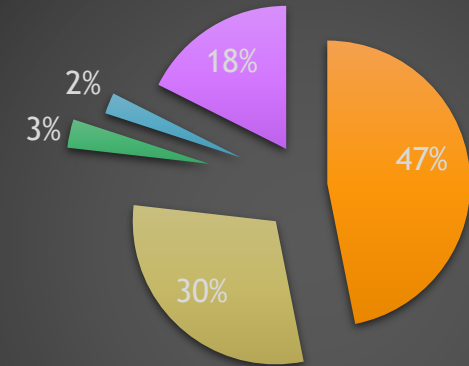


2021/22 REGISTRATION BY PROVINCE

■ GROWERS ■ HA



2021/22 Grower registration by sponsor



- Tombwe Processing Limited
- JTI Leaf Zambia
- Self Financed
- Pemba Leaf Tobacco Company
- Alliance One

2022 approved sales floors and buyers



A. Tobacco Buyers

Tobacco Buyer	Sales floor where tobacco was purchased	Area/Location
Alliance One Zambia	Lusaka Main and Katanga	Lusaka
JTI Leaf Zambia	Baobab and Rosewood	Chipata and Kaoma
Copperleaf Tobacco Company	Chipata main	Chipata
Pemba Leaf Tobacco company	Chipata main	Chipata
Tombwe Processing Limited	TPL and Lusaka Main	Lusaka

B. Sales Floors

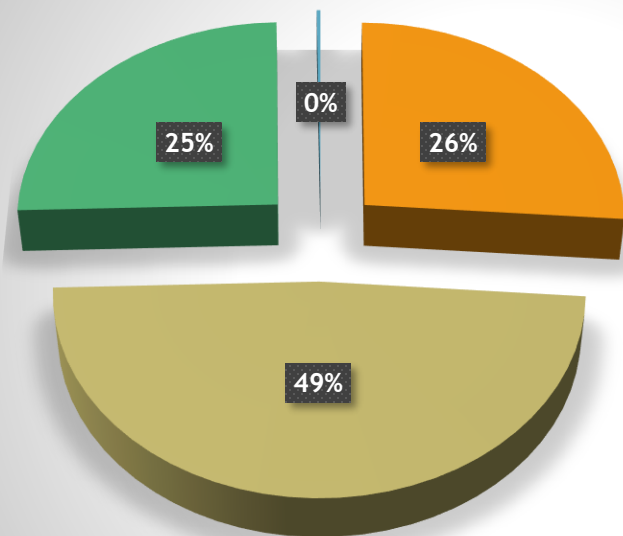
Sales floor	Sales Floor Manager	Area/Location
Lusaka Main	Tobacco Association of Zambia	Lusaka
Rosewood	JTI Leaf Zambia	Kaoma
Baobab	JTI Leaf Zambia	Chipata
TPL Projects	Tombwe Processing Ltd	Lusaka
Katanga	Alliance One	Lusaka
Chipata main	Tobacco Board of Zambia	Chipata

2022 Tobacco production sales statistics

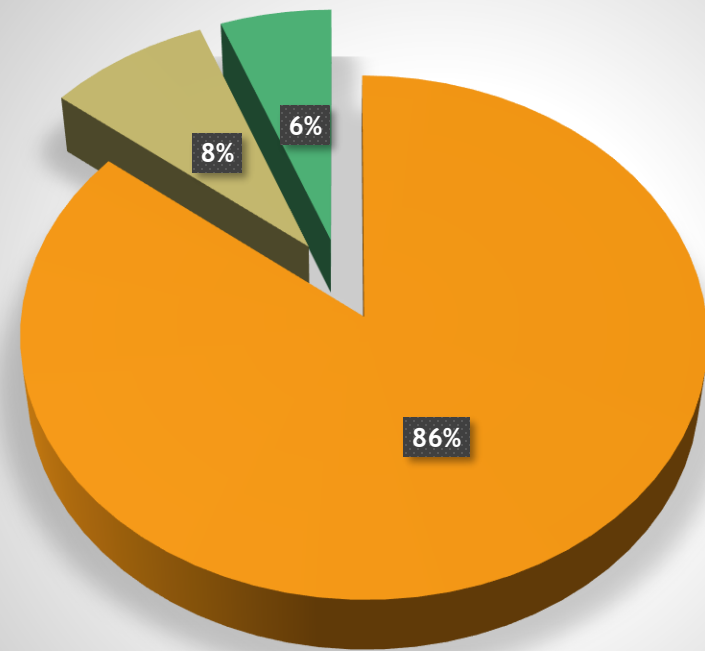


Tobacco type	Mass (Kgs)	Average Price/ Kg	Value (US\$)
Flue Cured Virginia	32, 852,978.00	2.81	92,316,868.18
Air Cured Burley	3,418,275.00	1.84	6,289,626.00
⁴ TOTAL	36,271,253.00		98,606,494.18

Tobacco production market share by tobacco type






- Alliance One
- Tombwe Processing Limited
- JTI Leaf Zambia Limited (FCV)
- Copperleaf tobacco-FCV



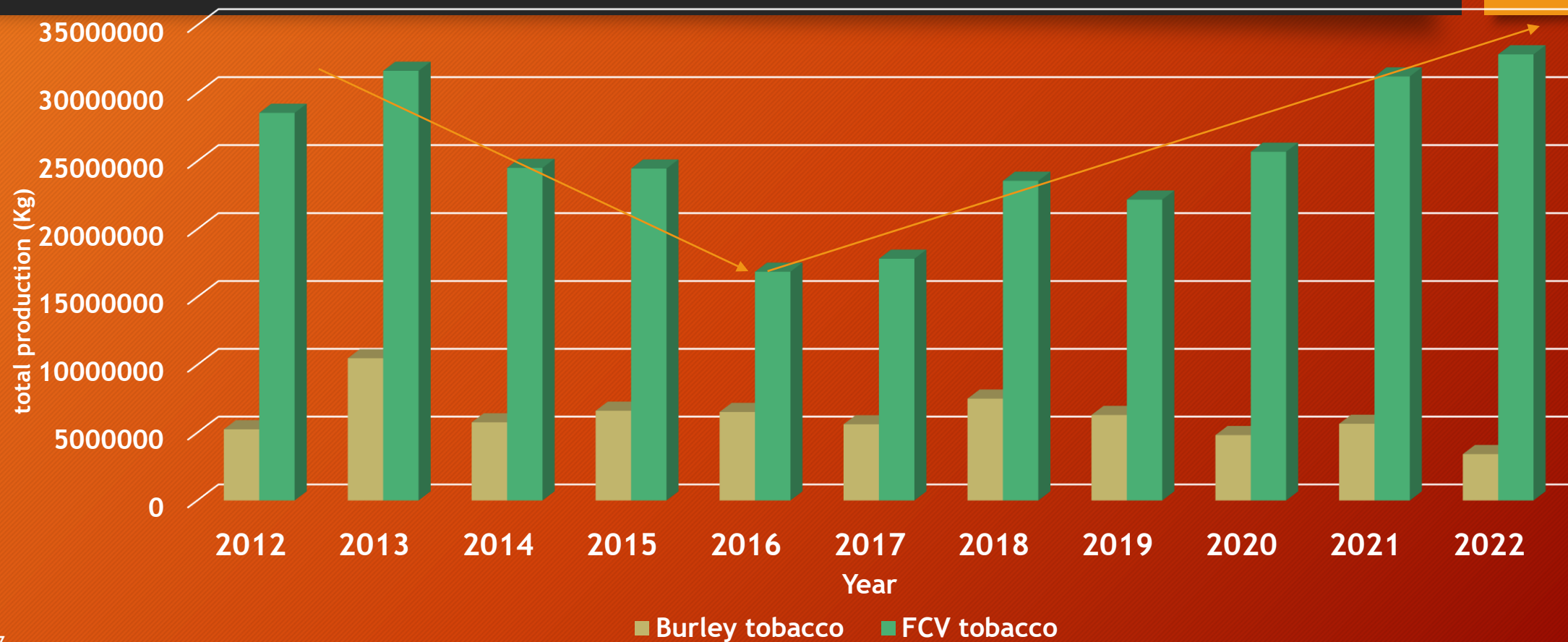
- JTI BURLEY
- PEMBA
- COPPERLEAF

Production comparison (2021 Vs 2022)



Tobacco type	Total production (Kg)-2021	Total production (Kg) - 2022	% change in total production
Flue Cured Virginia	31,231,398.00	32, 852,978.00	+5% 
Air Cured Burley	5,653,258.00	3,418,275.00	-40% 
TOTAL	36,884,656.00	36,271,253.00	-2% 

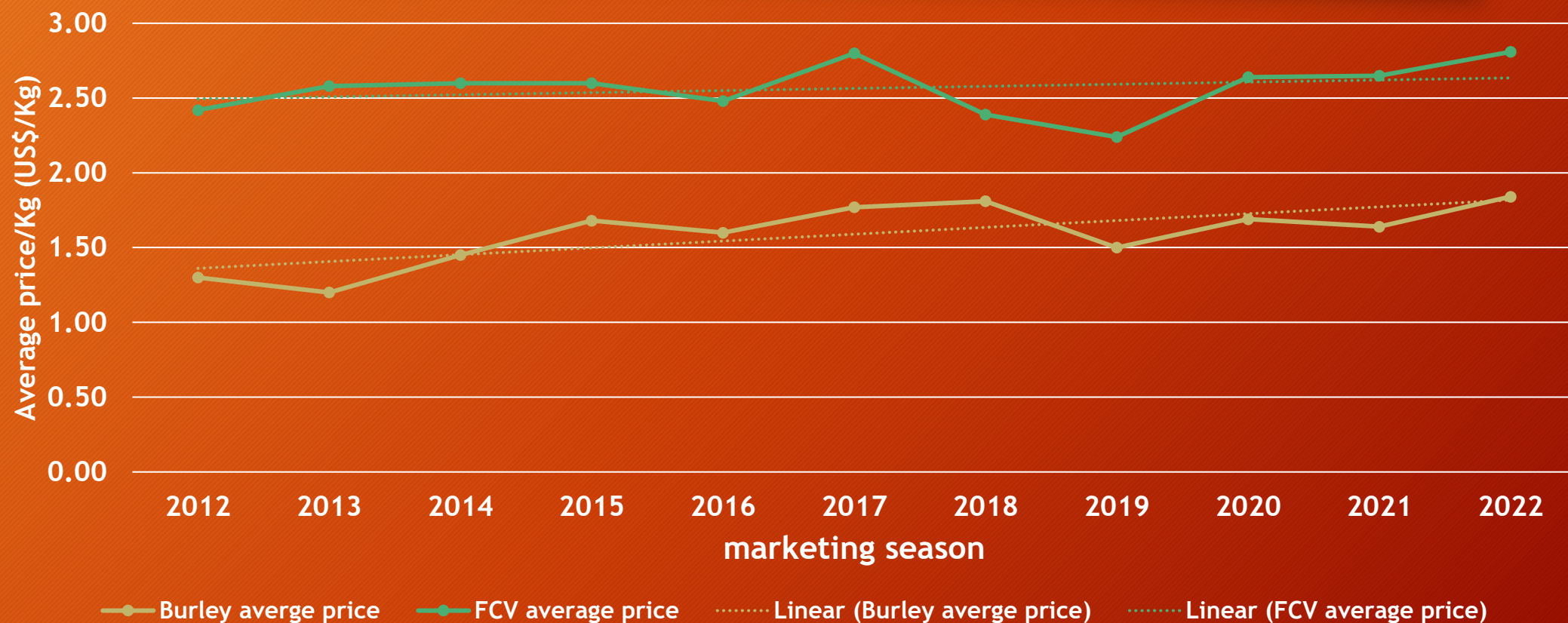
10 year tobacco production trends



10 year tobacco price trends



10 year tobacco average price trend



Classification grade analyses results



Summary of predominant grade marks

Grade mark	Result
Leaf position (T,LC,X,P)	Leaf (L)
Quality (1,2,3,4,5)	1- First quality (5% OR less in terms of damage of leaf)
Color (E,L,O,R,S)	O - Orange
Style factors	F- Ripe tobacco
Extra factor	A- Matured spots

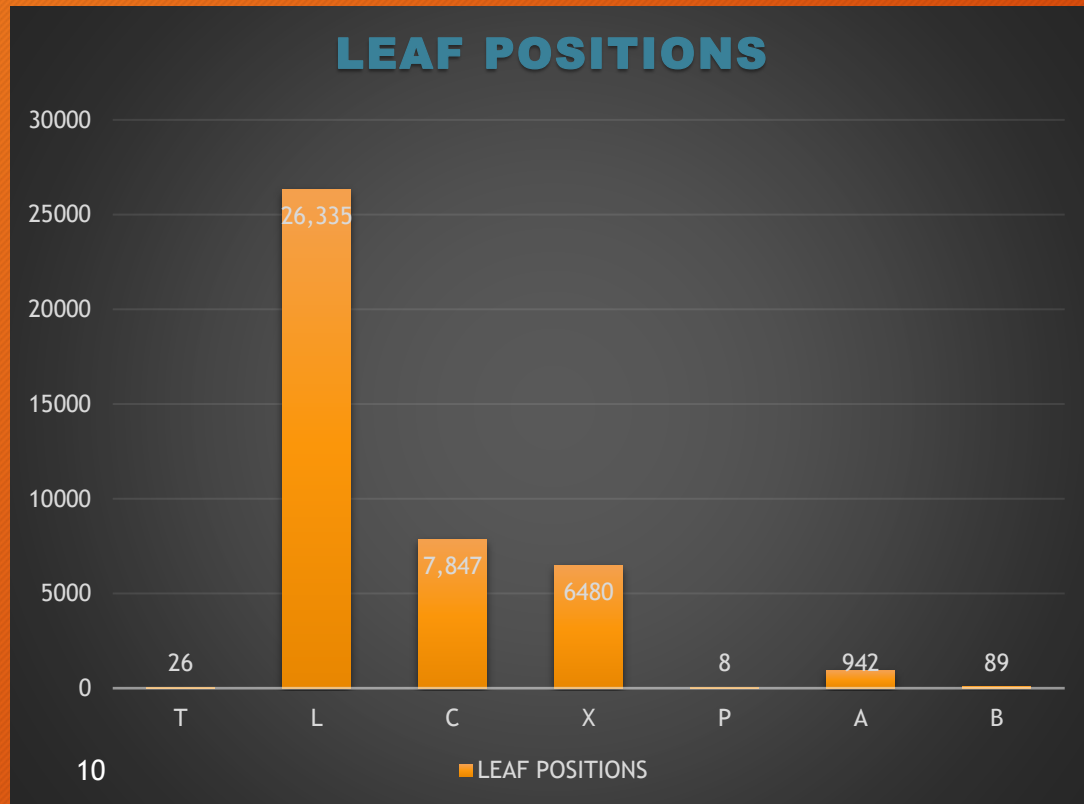
Classification grade-FCV trends

Marketing season	Grade summary
2019	L30FVA
2020	L10FA
2021	L10FA
2022	L10FA

Classification grade analyses results



Classification results



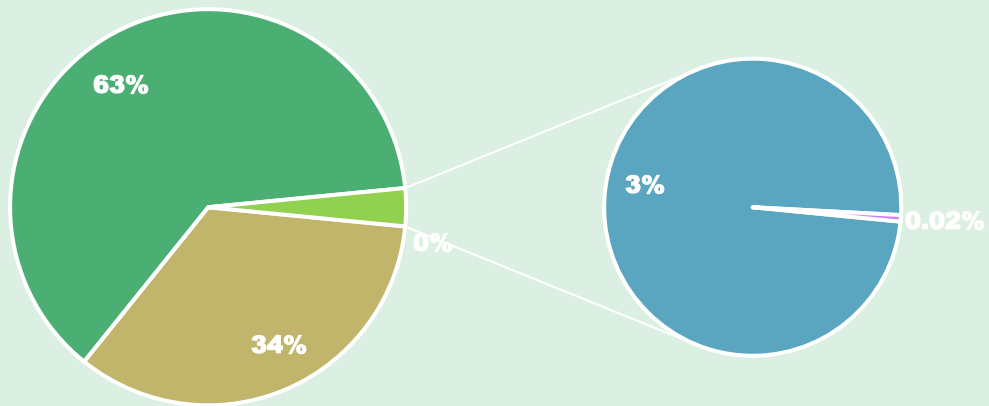
Classification results



Tobacco grades analysis results



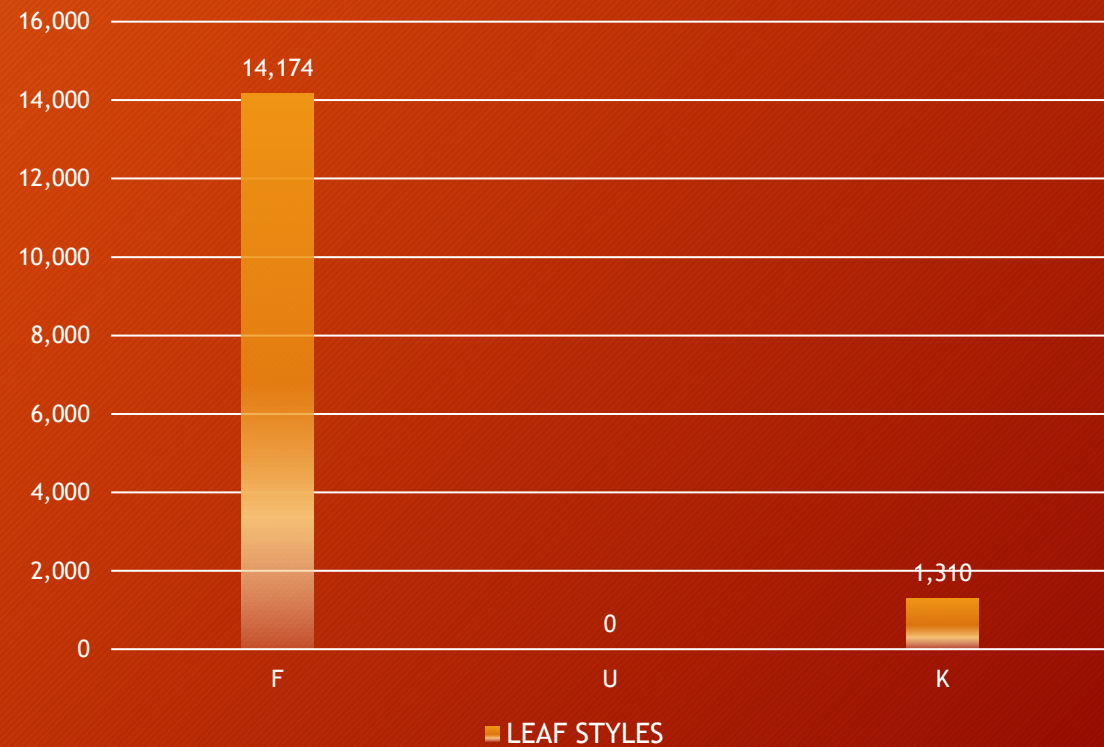
Leaf Color



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E L O R S

LEAF STYLES FACTORS



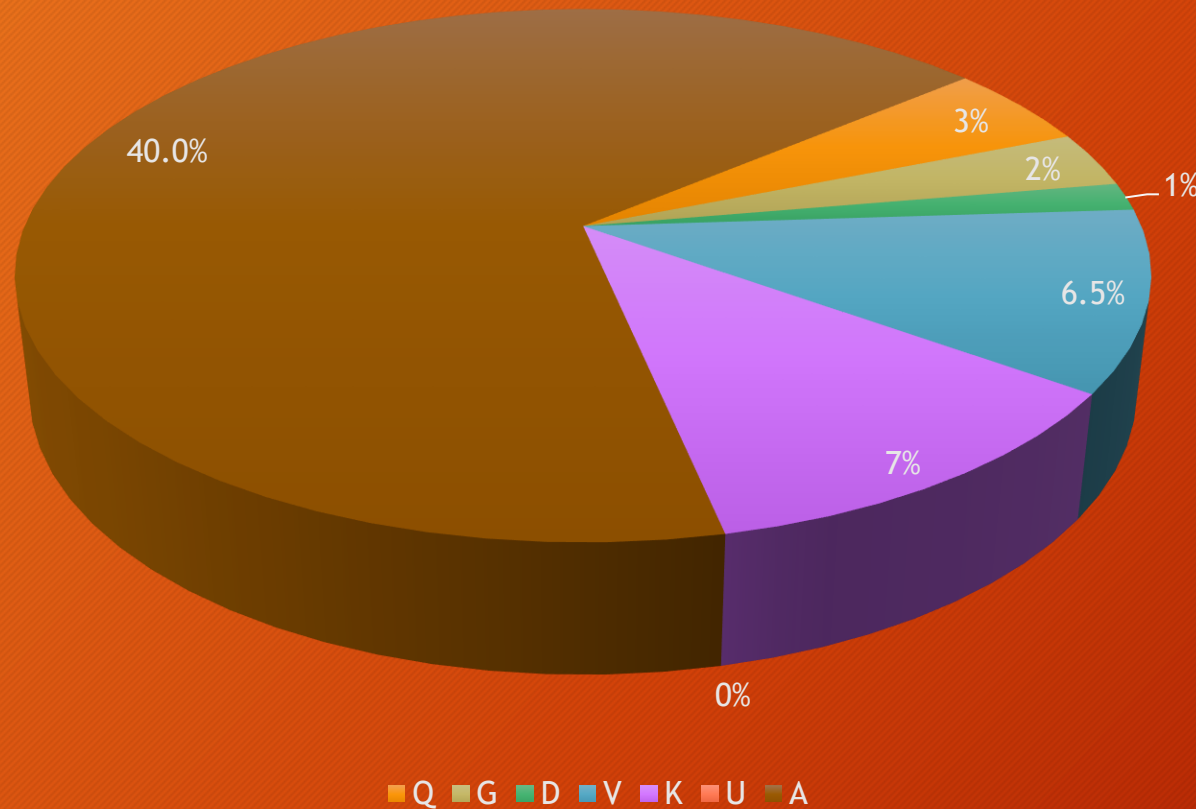
Tobacco grade analysis results



Summary grade 2022:
L1OFA

- Tobacco leaf , first quality ripe and matured.*

LEAF EXTRA-FACTORS



Recommendations on 2022 tobacco classification



Based on the results from the grade tobacco classification analyses, the following recommendations are made with regard to the management of the 2023 crop.

- Growers are advised to use correct tobacco fertilizers and recommended fertilizer cups to be used when applying fertilizers so as to avoid inadequate amount of fertilizers which affects the quality of leaf and eventually compromises the curing of the leaf.
- Correct construction of tobacco curing facilities with guidance from the field officers and Inspectors should be provided to the growers so as to avoid bad cures which were observed in some leaf such as the running greens (V), harsh natured (K) leaf and scorched (Q) leaf.
- Field days and tobacco growers meetings to be intensified during the tobacco production period to sensitize growers on good tobacco management production practices.
- Radio programmes will be arranged to relay extension information to the growers on good management of tobacco production and provide industry regulatory updates.

Achievements and Challenges



Achievements

- ❑ Well coordinated marketing season (registration and validation exercise) due to adherence to marketing rules by all stakeholders.
- ❑ Use of electronic permits for movement of tobacco resulting in a congestion free marketing season.
- ❑ Improved tobacco quality and production for FCV tobacco - 5% increase in FCV tobacco production
- ❑ Increased number of registered growers due to the increase in sponsorship (7%)

Challenges

- ❑ Erratic rainfall patterns in some areas of production which affected tobacco production and quality led to 40% reduction in the burley tobacco produced.

Plans going forward



- ❑ Electronic generation of permits to include the scheme/ group tobacco.
- ❑ Link remaining sales floors to Brightleaf system to ease the generation of electronic permits.
- ❑ TBZ working together with Industry stakeholders will conduct; Curing and Grading clinics in the tobacco production areas to address some of the challenges farmers face that result in reduced tobacco quality.
- ❑ Grower verification to take place in January, 2023 to ascertain and confirm the registered or sponsored growers. (100% verification for self sponsored and 20% verification for sponsored growers).
- ❑ Farmer education and sensitization to be intensified through radio programmes to provide information on good tobacco production management practices to the tobacco growing community and further inform stakeholders in these production areas on industry regulatory updates.



TOBACCO BOARD OF ZAMBIA
P.O. BOX 31963, LUSAKA
PLOT 19288, MUNGWJ ROAD
www.tbz.co.zm