

Tobacco is Agro
**AND GENERATES
INCOME FOR
THE GROWERS**



SINDITABACO
Tobacco is Agro

GET TO KNOW THE NUMBERS THAT ATTEST TO THE STANDARD OF **LIVING OF THE TOBACCO GROWERS IN SOUTH BRAZIL COMPARED WITH THE AVERAGE IN BRAZIL.**

The Federal University of Rio Grande do Sul, through its Study and Administration Research Center (CEPA/UFRGS) published the report on the results of the second edition of the research 'Socio-Economic Profile of the tobacco growers in the South Region of Brazil', conducted in 2023. Just like the first edition, conducted in 2016, the study was implemented at the request of the Interstate Tobacco Industry Union (SindiTabaco) and carried out from June 30 to July 20, 2023, and covered 37 municipalities where tobacco is produced in the South Regions of Brazil.

The research results point to good socioeconomic conditions of the tobacco growers in the South Region of Brazil: while 80% of the tobacco growers fall into the category of classes A and B, the general average in Brazil does not reach 25%. Furthermore, the monthly average per capita income of the tobacco growers is twice as much as the average in Brazil.

The tobacco growers have access to essential household items, as well as items related to hygiene and health products. What the research also ascertains is the fact that the tobacco growers are very satisfied with their status as growers and, in particular, proud to be tobacco growers. This ascertainment is ratified by their self-evaluation of their living standards.

The results reaffirm the economic and social importance of tobacco in the rural setting, destroying the tale that the tobacco growers endure vulnerability conditions. The pages that follow present a study that provides a series of information on the profile of the tobacco growers in the South Region of Brazil.

AVERAGE PER CAPITA INCOME

R\$ 3.540,75

Tobacco grower
South region

R\$ 1.625,00

General in Brazil
(IBGE, 2022)

FAMILY INCOME

Average household size= 3,32

R\$ 11.755,30

it is the average monthly income
of a tobacco growing family

SOCIOECONOMIC LEVEL

Social Strata*	General Brazil (IBGE 2022)	Tobacco grower South region
A	2,9%	6,7% more than twice the Brazilian average
B1	5,1%	6,1%
B2	16,7%	67,6% more than 4 times of Brazilian people
C1, C2, C3, D	75,3%	19,6%

(*) New Brazil criteria

75,3% of the Brazilians
are in classes C and D

Source: UFRGS 2023 research
Complete research available at www.sinditabaco.com.br

THE GROWER'S HOUSE

100%	Bathroom
100%	Heated water for bathing
98,6%	Eletricity
97,1%	Plumbing Water
95%	Septic tank for sewage
73%	Masonry
72%	Three or more bedrooms
36,4%	More than one bathroom
29%	Artesian Well
13,5%	Solar energy and other sources

MACHINES

80,9%	Tractor
13,4%	Micro Tractor

COMMUNICATION AND ENTERTAINMENT

100%	Color TV
100%	Cell Phone
94%	Internet access
92%	Internet access at home
85,1%	Smartphone

CONNECTED

98,9%	WhatsApp	84,6%	Facebook
37,8%	Instagram	24,1%	YouTube

QUALITY OF LIFE (ASSETS)

100%	Automobile
97%	Washing machine
90,5%	Flat screen TV
88,6%	Electric oven
80,7%	Fan
67,2%	Microwave
65%	Clothes dryer
62,7%	Motorcycle
57,2%	Vacuum cleaner
36%	Computer
33,4%	Air conditioning
13,7%	Second property (City, beach or sierra)

TOBACCO GROWER PREPARATION

As for heads of families:

60%	Completed first degree
32,2%	Completed second degree, completed or incomplete higher education courses
98%	They say they are well informed about safe tobacco harvesting
96%	Receive technical assistance
95,6%	Courses on safe handling of pesticides
50,2%	Correct soil management courses
46,4%	Course on organization/management of rural properties

SELF-ASSESSMENT OF LIVING CONDITIONS

Affirmations	General Average South Region
I am happy to work in agricultural activity.	91,6%
My children are proud to have growing parents.	90,7%
I feel good about growing tobacco.	84,0%
My family's total income allows me to live an easy life.	71,2%
General Self-Assessment	84,34%

WHY GROW TOBACCO?

Motivations	General Average South Region
Because it is the most profitable/ lucrative crop	87,4%
For it's has a sales guarantee	83,1%
It's pricing table is negotiated	73,6%
Because of crop insurance	72,1%
For it's technical assistance	82,3%

FARM PROFILE

Land Occupation	General Average South Region (%)
Farm crops (*)	41,3(*)
Native forest	19,8%
Pastures (includes pastures)	17,5%
Reforested forest	11,3%
Rest area	7,3%
Ponds/water reserves	2,8%
Total property area	100%

*Includes area planted with tobacco



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