



SUSTAINABILITY VIDEO

Sustainable agriculture at BAT: A day in the life

Susie Davenport

Plant Production & Field Evaluation Manager, Group Research & Development

Tobacco is a fascinating crop because there's a lot of different varieties and we're just now exploring through modern tools that natural variation that is held within all the different varieties in order to then go forward to a product, eventually.

What I do is important for the future to our product because we are producing the new varieties of tobacco that are more sustainable for the future, so that the farmer can grow them without extra agrochemicals in the field.

Mauricio Possebon

Leaf Technician, Brazil

Part of my role as a Leaf Technician is to pay visits to farmers, helping them find the most efficient way to grow their tobacco. We aim to make new technologies available to the producers to help them in their daily work. It's also my job to recommend the best sustainable practices to farmers.

I'm very proud of working at Souza Cruz thanks to the dedication and integrity the company demonstrates at every stage of the production chain.

Fagbemi Abiodub

Tobacco farmer, Africa

I've been working with this tobacco as far back as 18 years ago. They will give us fertiliser, they will give us a supervisor and lecture us on how to use the chemicals and use the money to gain out of it.

There is the other things, like social amenities in the town, like a scholarship given to our people, like training us how to educate our other people, who are not among the tobacco growers.

Because without the tobacco, I cannot build this house. Without the tobacco I cannot sponsor my children to the higher institution. I am not a civil servant, just a farmer. No farmer can do that.

Brian Fleming

Head of Leaf Business Development, UK

The partnership between the Leaf Extension Technician and the farmer is absolutely critical for success. For over a hundred years now, we've been working with farmers providing technology and good agricultural practice to them.

One of the things that makes BAT very different, it's that contact through our Leaf Technicians which are on the ground advising farmers, is something which is very powerful and it's in the best interests of the farmer, the community, the environment.

I've been very lucky to visit the vast majority of places we grow tobacco out there in the world. There's one thing that brings it home for me, what you will see there is Leaf Technicians working in partnership with farmers. The passion, and commitment to make sure that relationship works effectively is something that comes over and has been very much part of the company's DNA and this, I think, sets us out in terms of our position in the industry.