



For Livelihoods. For Sustainability.

Sustainable Tobacco Production

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Sustainable Tobacco Production

What is it?

According to Sustainable Tobacco Program (STP Program) sustainable tobacco production is defined as the efficient production of quality tobacco, under conditions that limit the negative impact to the environment, in a manner that improves the socio-economic conditions of the people (Improved livelihoods) and their communities in the tobacco production areas.

A brief about STP

This is an industry-wide initiative developed in collaboration with other manufacturers to bring together best practices from across the industry and drive continuous improvement. The Sustainable Tobacco Programme helps to drive standards in agricultural practices, environmental management, and key social and human rights areas.

TIMB takes the environmental and social issues associated with the production and marketing of tobacco very seriously and this commitment is shown in our Vision – Towards Sustainable Tobacco Production, enhanced marketing systems, and improved livelihoods in Zimbabwe by 2025 as well as our pay-off line For Livelihoods. For Sustainability.

Training and Awareness building

TIMB is increasingly creating awareness on sustainability topics through on-site training of farmers and farmworkers. These training are aimed at enhancing the capabilities of farmers and farmworkers to produce good quality tobacco that is economically viable with reduced negative impacts to the environment.

