

THE FUTURE  
OF TOBACCO  
STARTS HERE



ITGA  
International Tobacco Growers' Association

ITGA  
AFRICA  
REGIONAL  
MEETING

30<sup>th</sup> June to 3<sup>rd</sup> July 2026  
Harare, Zimbabwe



Supported by:



## ZIMBABWE TOBACCO ASSOCIATION

### History and Key Facts

The Zimbabwe Tobacco Association (ZTA), established in 1928, has played a pivotal role in shaping Zimbabwe's tobacco industry. Its formation was driven by the need to represent tobacco growers' interests and to advocate for organized research and marketing strategies.

The association's persistent advocacy led to the creation of the Tobacco Research Station at Trelawney in 1938, which established a statutory board responsible for overseeing tobacco research in the colony.

Post independence, the ZTA continued its mission to support and represent tobacco growers, adapting to the evolving political and economic landscape. In 1984, ZTA became one of the founding members of the International Tobacco Growers' Association (ITGA).

The early 2000s brought significant land reforms, leading to a shift from large-scale commercial farming to an increase in smallholder tobacco farmers. The ZTA adjusted its focus, providing guidance on sustainable farming practices and advocating for farmers' interests in policy discussions.

Today, the ZTA remains a cornerstone of Zimbabwe's tobacco industry, representing growers in policy dialogues, supporting research and development, and ensuring the sector's sustainability. Its historical commitment to advocacy, promoting research, and organized marketing has been instrumental in establishing Zimbabwe as a leading producer of quality flue-cured tobacco on the global stage.

### ZTA Objectives:

To promote and develop the flue-cured tobacco industry in Zimbabwe and advance and protect the interests of all sections and classes of producers in any way that

THE FUTURE  
OF TOBACCO  
STARTS HERE



ITGA  
International Tobacco Growers' Association

ITGA  
AFRICA  
REGIONAL  
MEETING  
30<sup>th</sup> June to 3<sup>rd</sup> July 2026  
Harare, Zimbabwe



Supported by:



may seem desirable to the Association and without in any way restricting or limiting the general object.

- Represent grower concerns and views across all tobacco-related issues and forums
- Provide market intelligence on local and international tobacco markets
- Strengthen linkages with research institutes and training bodies
- Support small-scale farmer development through extension services and field activities
- Promote sustainability, labour standards, and good agricultural practices
- Advance afforestation efforts in collaboration with national partners