

Tobacco Industry Tactics





Tobacco Industry Tactics

This page was last edited on 20 March 2024, at 7:28 pm.



“Cite

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There is general consensus in the global tobacco control community, and among parties to the World Health Organization [Framework Convention on Tobacco Control](#) (WHO FCTC), that tobacco industry interference is the greatest barrier to progress in reducing tobacco’s deadly toll.¹ Article 5.3 of the FCTC, obliges countries to protect their health policies from the “vested interests of the tobacco industry”.^{2 3}

Background

In the 1950s, independent scientific research began to definitively establish the link between smoking and cancer. Since then, the tobacco industry has used a wide range of strategies and tactics

Tobacco Industry Research Committee

- by PR firm Hill & Knowlton



Frank statement

1. That medical research of recent years indicates many possible causes of lung cancer.
2. That there is no agreement among the authorities regarding what the cause is.
3. That there is no proof that cigarette smoking is one of the causes.
4. That statistics purporting to link cigarette smoking with the disease could apply with equal force to any one of many other aspects of modern life

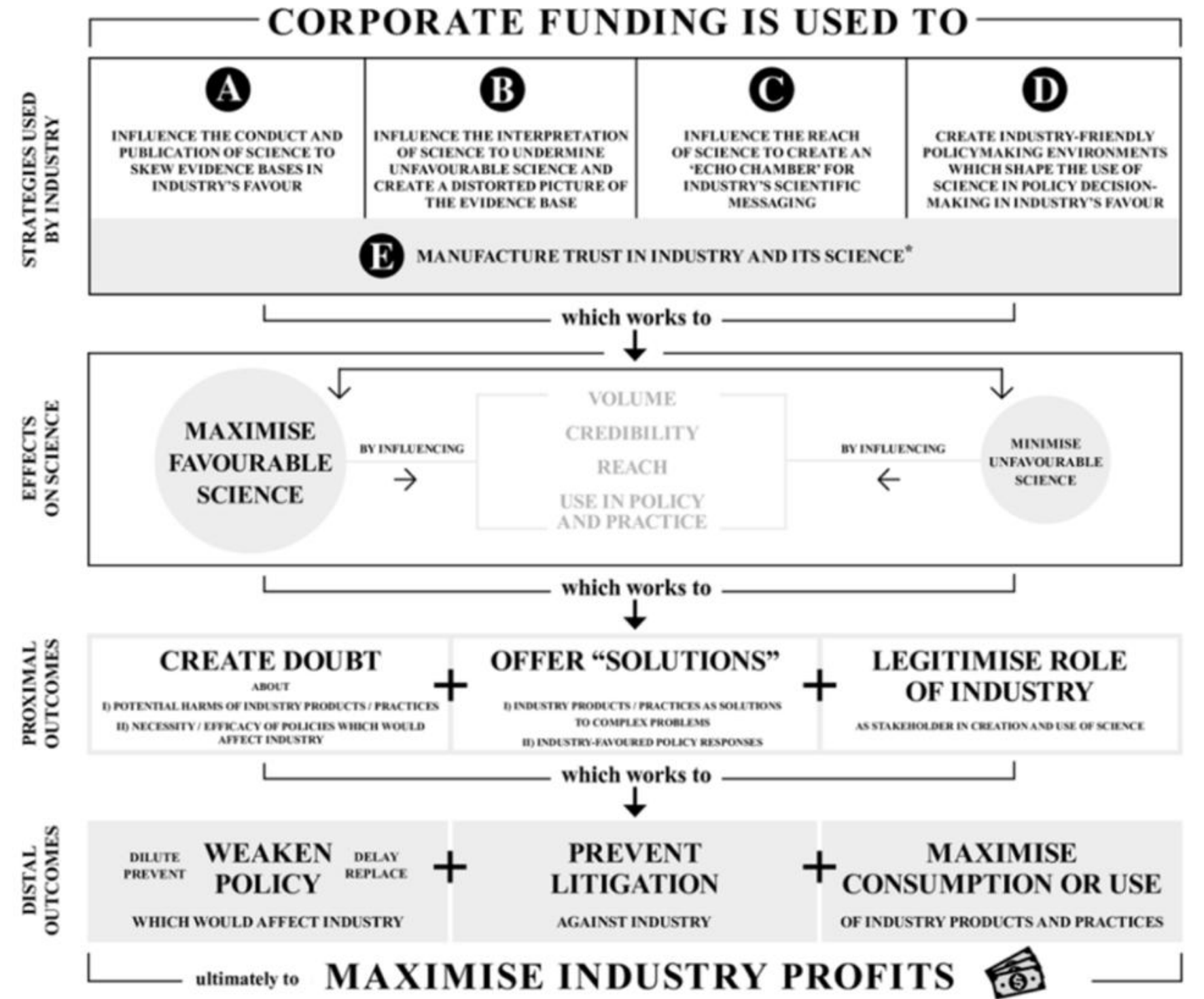
Over \$300 million spent on PR
not on research

Lie under oath...



“Merchants of doubt”

Influencing science



*WHICH UNDERPINS AND ENABLES ALL THE PRECEDING STRATEGIES



Legal threats and actions

Tobacco Tactics |  UNIVERSITY OF BATH

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Australia: Challenging Legislation

This page was last edited on 11 May 2020, at 5:36 pm.

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All four big tobacco companies- [British American Tobacco](#), [Philip Morris](#), [Imperial Tobacco](#), and [Japan Tobacco International](#) have brought legal challenges against Australia's [plain packaging](#) law.

Australia – Hong Kong Bilateral Investment Treaty

Hours after the Australian Parliament passed the world's first [plain](#)

[Manage consent](#)

Intimidation

Historical – Let's Call Them Health Fascists




The tobacco industry has long tried to marginalise its opponents by labelling them as extremist.

The only way that the right to smoke can be preserved is to link it up with the freedom of lifestyle position, and with the broader libertarian critique of "health fascism" and the paternalism and authoritarianism of the medical establishment.

Lobbying and Influencing Policy

- Direct Lobbying
- Hospitality and Gifts
- Indirect Lobbying
- Lobby groups, Front groups

Support Through Allies



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Background

All Ceylon Cigarette Tobacco Barn Owners' Association (Barn Owners' Association) is an association of the barn owners registered with the [Ceylon Tobacco Company PLC \(CTC\)](#). CTC is the subsidiary of [British American Tobacco \(BAT\)](#), holding the monopoly of cigarette manufacturing and sales in Sri Lanka.^[1] As of 2019 February, [Jayantha Egodawela](#) was the President of the Barn Owners' Association.



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Claiming a Public Health Role



Claiming a false economic value


ft.lk/opinion/Govt—must-safeguard-excise-revenue-and-consumers/14-741041

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Alcohol and tobacco continue to be vital contributors to sustain Sri Lanka's economy, despite efforts to downplay its significance

By Kumar Ranaweera

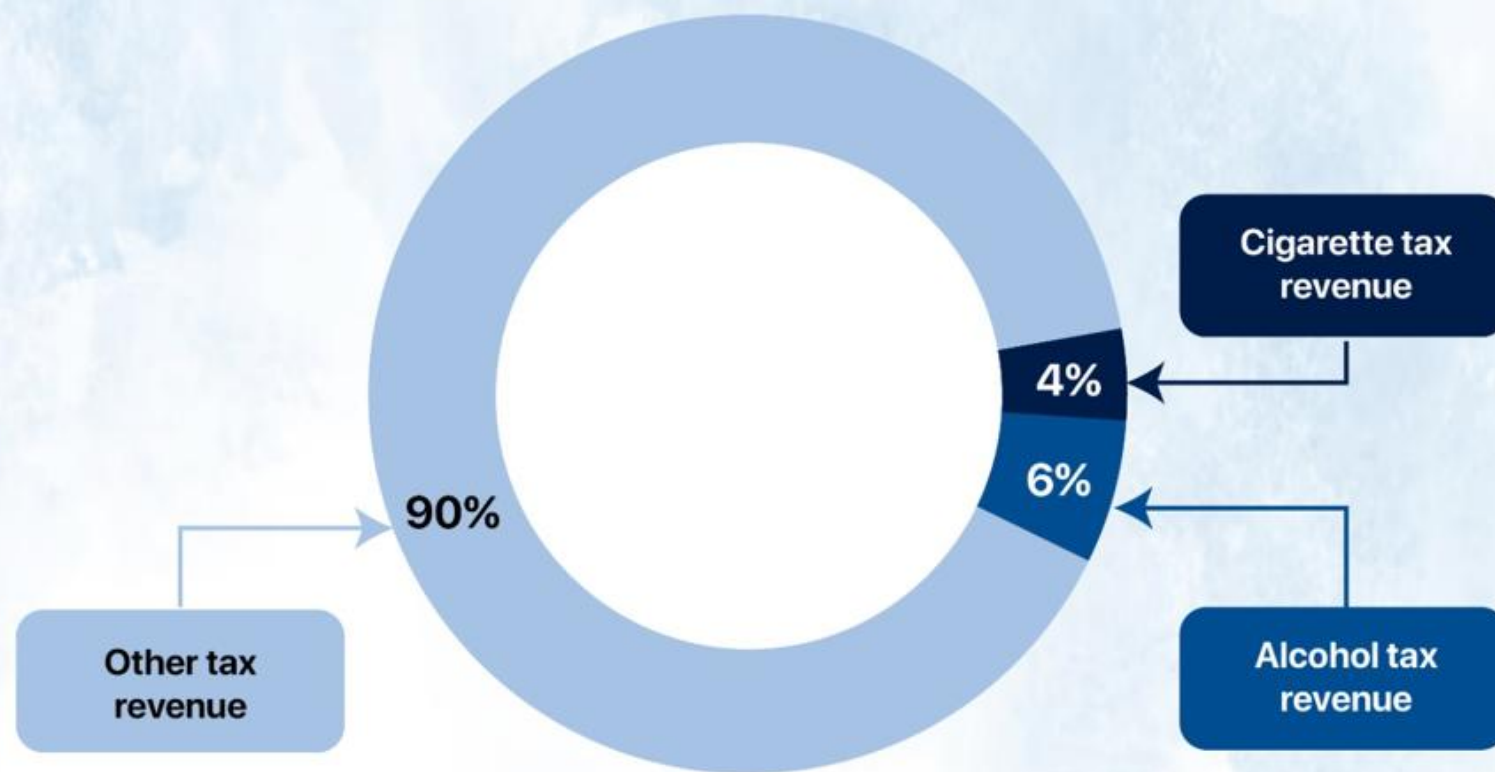
Why is a government agency pulling on the legs of the state to satisfy the vested interests of its foreign sponsors? The central Government through the Treasury has embarked upon a tax rationalisation effort as spelt out in the budget with a long-term view encompassing revenue, public health and industry. NATA is well within its function to make recommendations on public health matters concerning smoking, but its efforts to undermine the fiscal strategy of the Government at a decisive time in the nation's economic journey is questionable.

It is common knowledge the anti-tobacco lobby in Sri Lanka is funded by US and UK-based agencies, and the local lobby has gone far as paying journalists to give prominence to their narratives.

CTC at a Glance

CTC is Sri Lanka's only licensed manufacturer of cigarettes and one of the country's most valuable corporate entities. Given its position as the largest individual tax contributor to Government tax revenue and significant value injector to the rural economy, the Company's socio-economic impacts are indisputable, and over the last century, CTC has played an important role in supporting the country's economic progress.

Government's total tax revenue vs. tax revenue from excise duty on alcohol and cigarettes in 2023



Source: Central Bank of Sri Lanka



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www.adicsrilanka.org



Rs. 33.62 Bn
Revenue



Rs. 111.25 Bn
Tax contribution
6% of the country's total tax revenue



Rs. 164.47 Bn
Market capitalisation



Rs. 26.65 Bn
Pre-tax profit
(2020: Rs. 25.43 Bn)

In 2016, tobacco cost Sri Lanka

LKR 214 billion

equivalent to

1.6% of its GDP



Unethical & unlawful marketing



Glamourisation

Normalisation

Defending use

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~~චිත්‍රපටි~~
සිගරට් ජට්

USD 500,000

Sylvester Stallone

April 28, 1983

Mr. Bob Kovoloff
ASSOCIATED FILM PROMOTION
10100 Santa Monica Blvd.
Los Angeles, CA 90067

Dear Bob:

As discussed, I guarantee that I will use Brown & Williamson tobacco products in no less than five feature films.

It is my understanding that Brown & Williamson will pay a fee of \$500,000.00.

Hoping to hear from you soon;

Sincerely,

Sylvester Stallone

Sylvester Stallone
SS/sp





345,000 USD for the
James Bond movie
“License to Kill”

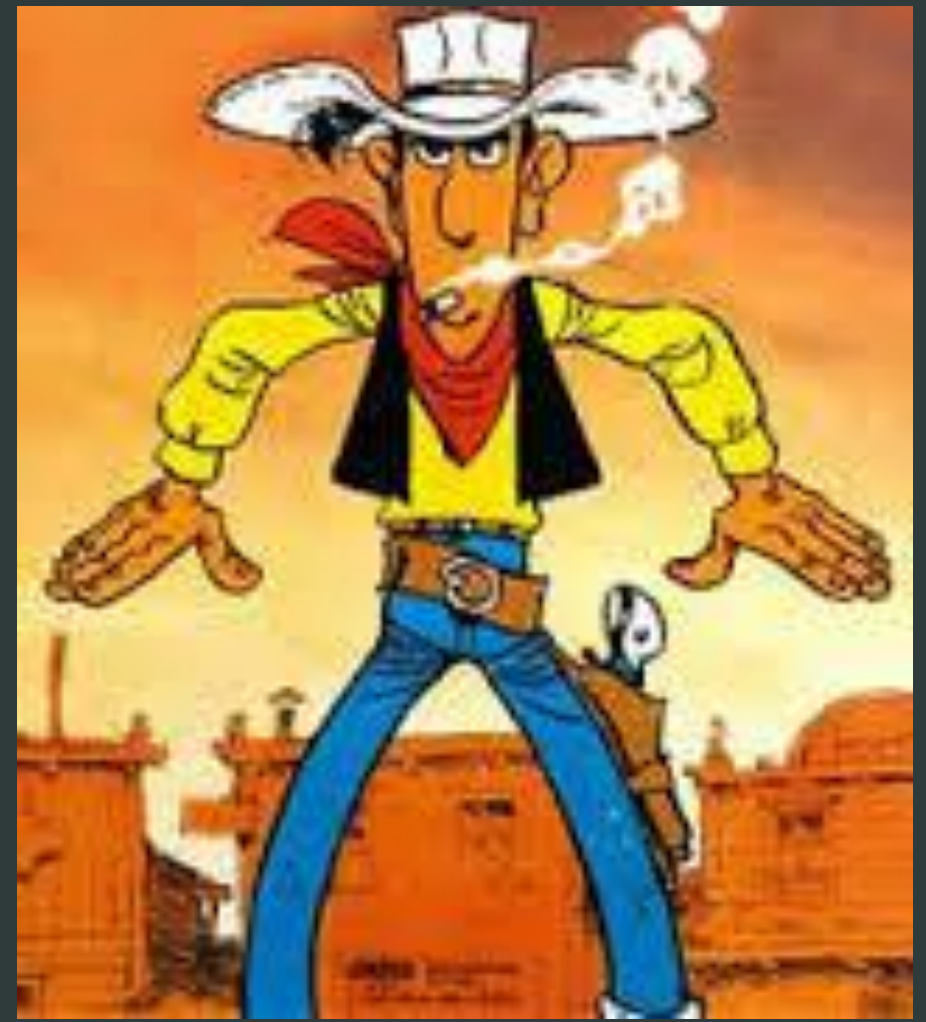


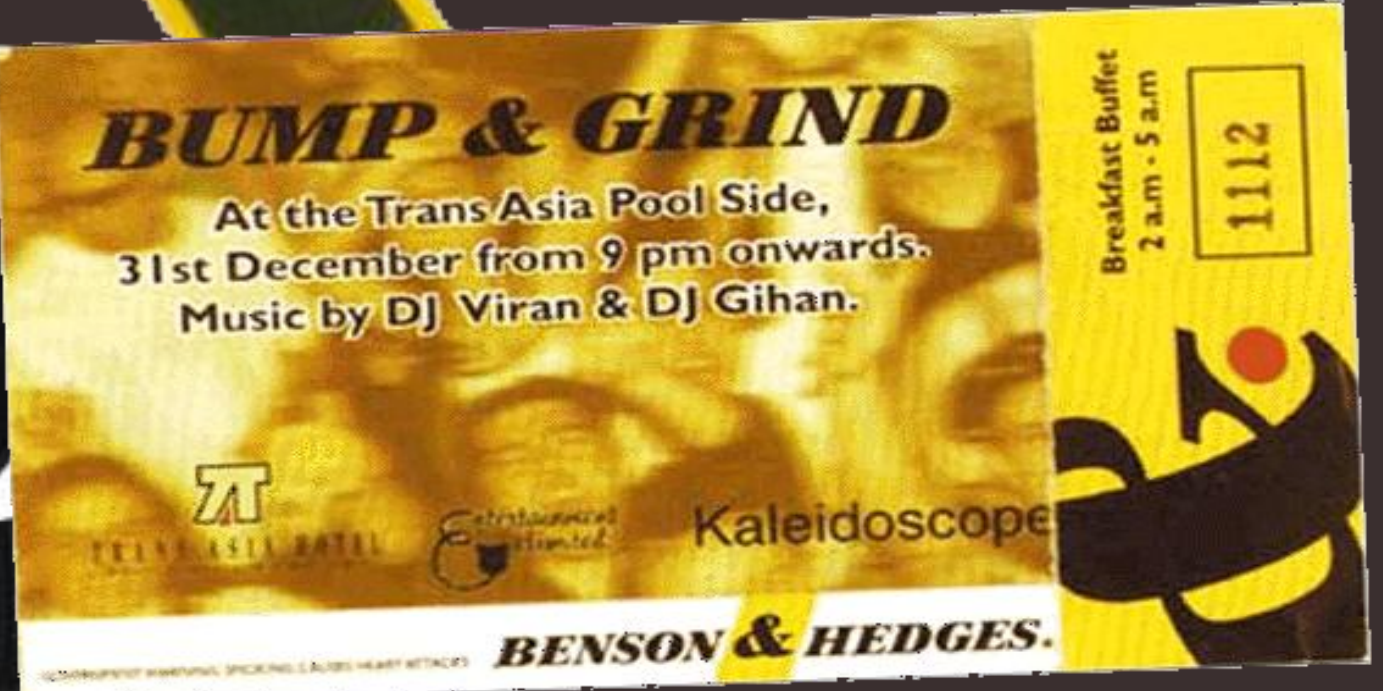
43,000 USD for the
movie “Super man II”

Why children and youths???

1957: A Philip Morris Executive writes

"hitting the youth can be more efficient because they are willing to experiment, they have more influence over others in their age group than they will later in life, and they are far more loyal to their starting brand"





Corporate Social Investment initiatives



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Sunday, 5 October 2014

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GOVERNMENT

CTC to build 100 agro-wells

Ceylon Tobacco Company (CTC) with the Ministry of Economic Development embarked on a project to construct 100 agro-wells in Welioya to combat the drought which prevails in the region.

Each well serves four families, resulting in over 400 families benefiting from the project and is being conducted with the support of the Welioya District Secretary.

Costing Rs.300,000 each, the agro-wells can supply water to approximately 400 acres of land during the Yala, Maha and Meda seasons.

"The people of Welioya suffer due to inconsistent and insufficient water supply, which affects their health and livelihood. The construction of the agro-wells is a significant step in rural development," said CTC Managing Director and CEO, Felicio Ferraz.

The agro-wells will provide water for agricultural purposes. As such, the people will be in a better position to manage their lives, enabling them to produce crops throughout the year and not depend on the weather.

Sustainability and social responsibility play a pivotal role at CTC, with the company undertaking and completing many projects in the North and East in the recent past.

Recently, CTC constructed two 'A' Grade Police stations in Kilinochchi and Mankulam and built 72 houses in Jaffna and 50 houses in Thirukovil for tsunami victims.

Through the flagship CSR project SADP, CTC supported 1,000 families in Kilinochchi, 1,700 families in Trincomalee and also helped rehabilitate 1,449 ex-combatants by providing vocational training in agriculture.

CTC has committed an investment of Rs.30 million for the agro-well project.



An agro-well

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The Island
Tuesday September 25th 2013 **Online**

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NAVIGATE : [Home](#) » » [CTC converts brown sparse landscape in Kilinochchi to a green oasis of lush vegetation](#)

CTC converts brown sparse landscape in Kilinochchi to a green oasis of lush vegetation

July 20, 2013, 7:40 pm



Selva Kumar, a rehabilitated LTTE cadre, with his wife and infant.

A lush vegetation

By Steve A. Morrell

Rehabilitation, rejuvenation of land areas and Corporate Social Responsibility were all evident factors in Kilinochchi that

transformed the land through natural farm methods initiated by the Ceylon Tobacco Company (CTC).

Kilinochchi, a one-time stronghold of the LTTE, is now a peaceful enclave of rural rejuvenation farmed by about 1,000 families who grow their vegetables and sundry farm produce in sustenance agriculture.

Friday May 26, 2011

e-Paper

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HOME // TOBACCO FARMERS TRANSITIONING TO DIVERSIFIED, SUSTAINABLE AGRICULTURE

Tobacco farmers transitioning to diversified, sustainable agriculture



Comments / **2010** Views / Wednesday, 30 April 2014 00:00

Ceylon Tobacco Company PLC (CTC), announced the introduction of a sustainable agriculture program for tobacco leaf farmers across the country in 2013, aimed at introducing the farmers to better crop management techniques, improving their contribution to the national food production and promoting the growing of vegetables to fulfil their dietary requirements. Conducted as an extension of the Sustainable Agriculture Development Programme (SADP), CTC's flagship CSR initiative, SADP Ultra further enables them to generate an additional income by selling the surplus produce.





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Involvement in Illicit Tobacco

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Tuesday 12th September, 2017

The Island Home News

Govt.'s war on tobacco increases smuggling of cigarettes and beedi consumption

BY SAMAN INDRAJITH

The government's war on tobacco by means of increasing the prices of cigarettes has caused proliferation of illicit cigarettes smuggled from nearby countries and the consumption of beedi among low income groups.

The beedi industry is under-regulated and therefore under-priced, says the latest annual report of the Ceylon Tobacco Corporation. The exponential growth over the past decade or so has resulted in beedi accounting for 44% of total smoking, compared to just 20% in 2007. As the affordability of legal cigarettes continues to diminish, it is anticipated that beedi smoking will go up to at least half the tobacco market - a trend that will cost the Government billions in lost tax revenue, says the report.

Director of the Center for Combating Tobacco and senior lecturer of the University of Colombo Dr Mahesh Rajasuriya told The Island that the beedi consumption has doubled in recent times reducing the consumption of cigarettes to less than 60 per cent.

Beedi are not manufactured in a controlled environment and given the lack of quality standards the likelihood of inferior, hazardous products entering the market is high, said Dr Rajasuriya who is also an adviser to the Presidential Task Force on Drug Prevention.

According to Customs Department sources there was an alarming growth in the number of smuggled cigarettes entering the country in recent times. In the first six months of 2017, Customs confiscated 40.5 million illicit cigarettes, compared to the 4 million cigarettes seized during the whole of 2016.

"Unfortunately, we are able to detect only 1 in 10 sticks smuggled into the country, which means that close to 315 million sticks of illicit cigarettes have made their

way into the market. At this rate, the illicit market in the country has been projected to grow to 1.2 billion sticks in 2017," a senior Customs official told The Island.

Most of the brands of illicit cigarettes detected have been smuggled from Dubai, China, Vietnam and Turkey, the official said.

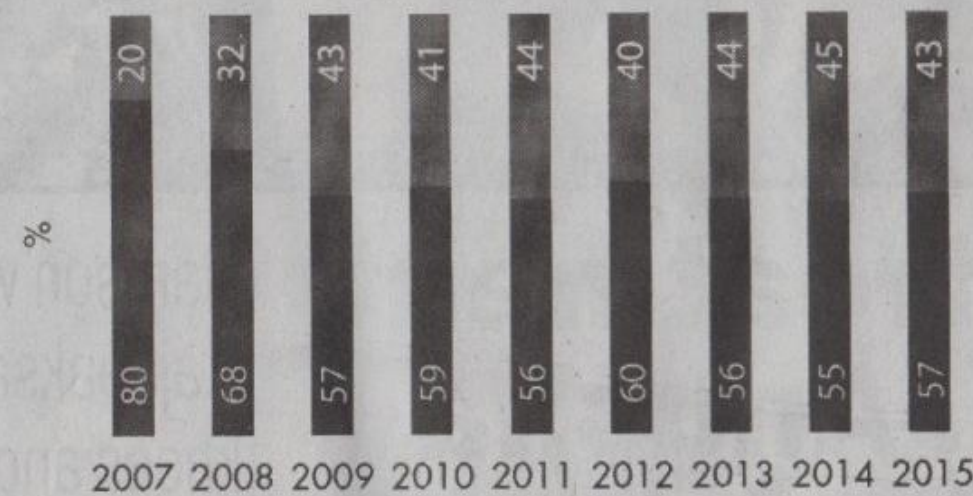
The Officer in Charge of the Anti-Organised Crimes Unit of the STF, IP Nadeeka Silva told The Island that his

unit had detected around 270 million illicit cigarettes in recent months. We have observed that illicit cigarettes are sold mostly to construction workers, three wheeler drivers and known customers by the shop owners. They usually do not sell those smuggled cigarettes to those unknown to them to prevent exposure. Usually an illicit cigarette is sold at Rs 25 or 35. According to the provisions of the Tobacco Act, cigarettes are subject to var-

ious taxes. As the smuggled cigarettes are not taxed, they can be sold at lower prices.

Excise Department Superintendent Prabhath Jayawickrama said they raided many boutiques selling illicit cigarettes and confiscated them. As per the provisions of the Act, the Commissioner General of Excise is vested with the powers to impose fines on businessmen selling illicit cigarettes or to produce them before courts with the contraband.

Shift in Tobacco Consumption Pattern



■ Cigarettes ■ Beedi

Source: Center for Combating Tobacco



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The Case Study on Flavoured Cigarettes in Sri Lanka

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Background [edit](#)

National Authority on Tobacco and Alcohol (NATA) Act No 27 of 2006 is the main legal framework for tobacco and alcohol control in Sri Lanka. Its amendment on [Prohibited Tobacco Products Regulations](#), No. 1 of 2016 prohibits the "manufacture, import, sell or offer for sale" of "any flavoured, coloured or sweetened cigarette that contains tobacco". ^[1]

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- Politicians

Activate Windows
Go to Settings to activate Windows.

Table 1: Summary of flavoured cigarettes launched by CTC [edit](#)

Brand Name	Year	Remarks
Matterhorn Menthol	1988	This was re-launched in 1990 with new packaging ^{[2][3]}
John Player Gold Leaf (JPGL) Menthol	1998	A line extension of JPGL which targeted the male adult smoker under 30 years of age “as a starter”. ^[4]
Dunhill Switch	2011	^[5]
Dunhill Ice	2014	A limited edition of cigarette with two levels of menthol “with the intent to revitalise the market and consumer interest” (Image 1). ^[6]
John Player Gold Leaf Click	2014	Mentioned in CTC annual report 2014, as the introduction of ‘capsule technology’. ^[6]
Red berry flavoured cigarette	2018	Media reported the launching of this product with an intent “to attract new segments – possibly females”. ^[7] CTC reported that “the initial response for which was extremely encouraging”. ^[8] Please visit our page Ceylon Tobacco Launching a Cigarette Targeting Women for more details.
John Player Gold Leaf Capsule variation	2018	A limited edition capsule variation launched and “the initial response for which was extremely encouraging”. ^[8]
John Player Gold Leaf Cool	2019	A limited edition of capsule cigarette ^[9]
Dunhill Double Capsule Yellow	2020	The product is featured in the CTC Annual report 2020 under ‘our product’ without further details ^[10]
Dunhill Double Capsule Green	2020	The product is featured in the CTC Annual report 2020 under ‘our product’ without further details ^[10]
John Player Gold Pro Cool	Not available	The details of this product are not available in the public domain. This is among the type of cigarettes banned by the Court of Appeal with effect from 17th November 2023 following court proceedings.

WHO FCTC ARTICLE 5.3

In setting and implementing their public health policies with respect to tobacco control, Parties shall act to **protect these policies** from **commercial and other vested interests of the tobacco industry** in accordance with national law.

Forms of Tobacco Industry Interference

					
Manoeuvring to hijack the political and legislative process	Exaggerating the economic importance of the industry	Manipulating public opinion to gain the appearance of respectability	Fabricating support through front groups	Discrediting proven science	Intimidating governments with litigation or the threat of litigation



Thank you
