

We need food Not tobacco

May 31
World No
Tobacco Day

 **corporate
accountability**
JOIN THE GLOBAL CAMPAIGN

Did you know

With the land dedicated to tobacco cultivation in Mexico, we could feed almost **40 thousand people** per year.

Mexico

Uses and produces

6,817

hectares of fertile land for tobacco cultivation

16,952

tons of tobacco leaf per year.

Tobacco-producing
states



(www.tobaccoatlas.org)



86%

of tobacco producers employ
Indigenous migrant workers
under poor working conditions.

.....
These people move to tobacco-producing
areas with their families, where, in some
places, the use of child labor has been
identified.

(www.jadefo.org.mx/jwp/florece/)



Environmental impact

With a water footprint of just under 3,000 liters per kilo, tobacco production requires twice as much water to grow as corn, or ten times more than cabbage.

(www.unfairtobacco.org)

5 million

people could be supplied
with the water that is used
for tobacco production in
Mexico.

29,000 tons

of CO₂ are emitted to produce
40 billion cigarettes—
equivalent to the CO₂
emissions of 20 thousand cars.

(www.codicesc.com/estado-de-mexico)
(es.statista.com - cuánto contamina un automóvil).

Costs

Mexico assumes

USD \$10 billion

in health care, environmental costs,
and productivity loss due to the
industry and tobacco consumption.

1/4

Mexico only collects one quarter of
these costs in taxes.

(Instituto de Enfermedad clínica y sanitaria IECS).

Health

10%

of deaths in Mexico are due
to tobacco use.

63 mil

people die each year in the
country due to smoking.

(Instituto de Enfermedad clínica y sanitaria IECS).

Join this initiative

MakeBigTobaccoPay.org

It's time to make Big Tobacco pay for its abuses

