

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

Nayarit

Veracruz

Chiapas

(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

H2O

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

29,000 tons

Co2

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.

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)

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Join this initiative

MakeBigTobaccoPay.org

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

