



FOR RELEASE
DECEMBER 14, 1999

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FALSE FRIENDS: REPORT DETAILS U.S. CIGARETTE COMPANIES' BETRAYAL OF AMERICAN TOBACCO GROWERS

U.S. COMPANIES SHARPLY CUT PURCHASES OF U.S.-GROWN TOBACCO AS THEY MOVE OPERATIONS OVERSEAS, HELP FOREIGN GROWERS, AND INCREASE FOREIGN CONTENT OF AMERICAN-MADE CIGARETTES

WASHINGTON (December 14, 1999) – American tobacco farming is in crisis today because the U.S. cigarette companies have sought to increase profits and cut costs by moving their operations abroad, and not because of gradual smoking declines in the United States, according to a new report, *False Friends: The U.S. Cigarette Companies' Betrayal of American Tobacco Farmers*.

"While the interests of the American tobacco farmer and the American tobacco manufacturer were once the same, this is no longer true," the report states. "The U.S. cigarette companies have chosen to maximize their profits by relying on less-expensive foreign labor and cheap foreign-grown tobacco, while sacrificing the economic well-being of the American tobacco farmer."

The report was sponsored and released today by the American Heart Association, the American Cancer Society and the Campaign for Tobacco-Free Kids.

The 89-page report comprehensively documents the decisions of U.S. cigarette companies to manufacture more of their products overseas, use more foreign-grown tobacco in the cigarettes they make both domestically and abroad, and aggressively finance the development of new and cheaper foreign sources of tobacco to replace U.S. growers.

As a result of these decisions:

- From 1997 to 1999, the U.S. cigarette companies reduced their purchases of U.S.-grown tobacco for domestic manufacturing by roughly 35 percent, far more than the 4 to 5 percent reduction in demand caused by smoking declines in the United States.
- Since 1996, exports of American-made cigarettes have declined about 30 percent, and they now account for significantly less than one-fourth of all U.S. company brands sold overseas.
- Since 1980, the U.S. share of global tobacco exports has been cut in half, to less than 11 percent.

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