



JTI Philippines buys additional 3.32 million kilos of tobacco leaf from local farmers to help mitigate overproduction

Manila, Philippines, May 21, 2026 - JTI Philippines will purchase an additional 3.32 million kilos of green weight tobacco leaf from local farmers to help absorb excess supply in the market following overproduction.

The unprogrammed leaf purchase by JTIP was in response to the appeal of the National Tobacco Administration (NTA), an agency under the Department of Agriculture (DA), for industry players to help local tobacco farmers by buying excess production.

JTIP General Manager Alan Jackson has approved the additional leaf purchase even though it was not part of the company's programmed procurement for the year.

The decision followed Jackson's recent visit to tobacco farms in Regions 1 and 2, where he saw first-hand the impact of overproduction on local farmers.

JTI Philippines Director for Corporate Affairs and Communications Shaiful Mahpar said Jackson instructed the team to proceed with the additional purchase immediately after the farm visit.

At current buying prices, the additional leaf purchase will be worth PXXX million pesos.

During a meeting with NTA officials led by NTA CEO and president Belinda Sanchez, Mahpar also sought assurance that the unplanned leaf purchase would remain a one-time assistance and would not become a recurring arrangement.

Mahpar also emphasized that the tobacco leaf purchase by JTI must be certified as compliant with mandatory requirements, including standards for sustainable tobacco production.

NTA committed that such an occurrence will not recur and outlined steps to prevent it from happening again such as conducting a massive information dissemination campaign for its tobacco farmers, extension workers, and local government units in preparation for the next cropping season.

According to the NTA, overproduction in tobacco-growing areas occurred in Ilocos Sur, Ilocos Norte, Abra, and La Union has reached a total of 5 million kilos.



At the height of the COVID-19 pandemic in 2021, JTIP also increased its leaf purchases from local farmers by buying an additional one million kilos of tobacco leaf to support farmers affected by the crisis.

That additional purchase was likewise made in response to a joint request from the Department of Finance (DOF) and the DA. Under Republic Act (RA) No. 10351, cigarette manufacturers sellers are required to source at least 15 percent of their tobacco leaf requirements from locally grown tobacco.

With this latest purchase, JTIP will exceed the 15 percent local sourcing requirement mandated by law.

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About JTI in the Philippines

JTI in the Philippines is a global tobacco company with close to 40 branch offices across the country. It is the distributor of international brands Winston, Camel, Mevius, LD, and local brands Mighty and Marvels. New to its Philippine portfolio is its smoke-free, vapor-free nicotine product, Nordic Spirit, which is a leading brand of nicotine pouches, and more recently its introduction of Ploom X Advanced, an innovative heated tobacco product that combines high-end technology with award-winning sleek and stylish design. JTI's portfolio applies Japanese standards of quality control, upholding the company's commitment to excellence in production. With its market headquarters and a global business services center in Taguig City alongside its manufacturing facility in Malvar, Batangas, the company employs close to 5,500 people and has been awarded Top Employer for the third consecutive year. Furthermore, the company is now in receipt of EY's Global Equality Standard (GES) certificate for equality, diversity and inclusion excellence. For more information, visit www.jti.com/asia/philippines.

About JTI

JTI, a member of the JT Group, is a modern and dynamic international company, passionate about quality and innovation. It sells its products in over 130 markets with the goal of bringing exceptional tobacco and nicotine experiences to its adult consumers. JTI is the global owner of both Winston and Camel, respectively the second and third largest combustible brands in the world. Other global brands include MEVIUS and LD. It is also present in the Reduced-Risk Products category with its heated tobacco brand, Ploom, vaping brand, Logic, and Nordic Spirit nicotine pouches. Headquartered in Geneva, Switzerland, the Company employs over 46,000 people and was awarded Global Top Employer for the twelfth consecutive year in 2026. For more information, visit www.jti.com.

