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## Introduction

In September 2018, BR embarked on a study assessing the knowledge, attitudes and perceptions (KAP) held by tobacco farmers and other relevant stakeholders on the FCTC. Also, the study aimed to evaluate the extent to which contract farmers are satisfied with contract farming. BR collected data from Eastern, Western and Lusaka provinces.

## Study Background

The FCTC is an international World Health Organisation (WHO) agreement that seeks to limit the consumption of tobacco and protect the public from the harmful effects of tobacco smoke. Zambia acceded to the FCTC in 2008. Over the years, some sectors have called for the domestication of the FCTC. However, many state and non-state actors have been divided over the matter hence the country is yet to agree on the way forward.

## Statement of the Problem

While tobacco has environmental, health and social catastrophic effects, these cannot be compared to its economic benefits, such as being a livelihood and source of poverty eradication for farmers. Tobacco is one of the most profitable cash crops on the market.

## Study Objectives

- To assess the knowledge, attitudes and perceptions of Zambian tobacco farmers on the FCTC.
- To appreciate tobacco farmers' thinking about contract farming and the FCTC's provision on alternative cropping to tobacco in Zambia.

## Study Population

A total of 575 tobacco farmers (i.e. 321 in Western province and 254 in Eastern province) from 10 districts participated in the study. In addition to the farmers, there were 30 key informants including chiefs and officials from line ministries in Eastern, Western and Lusaka provinces.

## Significance of the Study

There is limited information on the knowledge, attitudes and perceptions held by tobacco farmers on the FCTC. Similarly, there are very few studies which share the sentiments of tobacco farmers on contract farming. The main source of information for this study – the 575 tobacco farmers – are of a diverse gender, age, social economic status, education level and reside in different districts. This enhances the reliability of the data collected. Thus, the findings of this study are crucial as they will help the line ministries to better implement the FCTC; as well as assist tobacco companies improve on the practice of contract farming.

## Data Collection Methods and Techniques

Data was collected using both qualitative and quantitative methods. The techniques employed were:

- Desk Review:** This involved a thorough review of various documents including the FCTC, reports from various ministries and institutions, as well as journal articles.
- Key Informant Interviews:** These were conducted using a structured interview guide.
- Individual Questionnaires:** This was the main data collection tool as it was administered to individual tobacco farmers who were selected either randomly or purposefully from within the targeted provinces and districts..
- Focus Group Discussions (FGDs):** The research team conducted several focus group discussions with 8 to 12 farmers in each discussion.

## Data Analysis

The quantitative data was analysed using Statistical Package for Social Sciences (SPSS) and Excel while the qualitative data was analysed using NVivo 12.

## Research Findings

In summary, the findings of the study among the farmers was as follows:

### Background Information

- 107 said they had been growing tobacco for 1 – 3 years, 196 farmers said 4 – 6 years, 157 said 7 – 10 years while 115 indicated that they had been growing tobacco for more than 10 years.
- When asked if they had benefited from tobacco farming; 515 farmers said they had while 60 said they had not.
- On average majority of the farmers grow about 0.5 – 1 hectare of tobacco.

### Knowledge Levels, Attitudes and Perceptions of the FCTC

- 449 farmers had not heard about the FCTC before while 88 had.
- 70 farmers knew what the FCTC aimed to achieve while 457 did not know and 48 said they were not sure.
- 461 farmers did not know that Zambia is a party to the FCTC while 72 knew that it is.
- Out of 575 farmers, 460 said they did not know that the Ministry of Health and the World Health Organisation are pushing for the FCTC to be part of national law while, 73 said Yes they knew.
- 270 farmers strongly opposed the domestication of the FCTC and that it should not become the new law regulating tobacco matters while, 140 farmers strongly supported its domestication and 165 said they were not sure.
- 249 farmers recommended that government should broaden consultations with key stakeholders before tabling the FCTC for domestication.
- 106 farmers recommended that Zambia should withdraw its

accession to the FCTC.

- 368 farmers said the FCTC should not replace the Tobacco Act on industry control while, 79 said the FCTC should replace the Tobacco Act and 128 were not sure.
- 214 said that the Tobacco Act and other Zambian laws, regulations and policies on tobacco control were adequate and good enough while, 201 farmers said they were inadequate and needed amendment; whereas 160 were not sure.
- Regarding the FCTC's aim to control and create rules on tobacco, 338 farmers were of the view that that it was good; 147 said that it was bad; and 90 were not sure.
- 123 farmers felt that the FCTC's aim to reduce the distribution and consumption of tobacco was bad; while 344 thought it was good; and 108 farmers were not sure.
- 406 farmers said that the FCTC's aim to reduce the growth and production of tobacco was bad while, 93 farmers stated it was good for health reasons and 76 were not sure.
- 342 farmers said that the FCTC's aim to create a sustainable and health environment was good; 129 disagreed and the rest were not sure.
- The question on the FCTC's aim to appeal to tobacco farmers to migrate to alternative livelihoods was very controversial. In the sense that 349 farmers said that it was a bad provision; 124 thought it that it was good; and 102 were not sure.

### Attitudes and Perceptions Towards Contract Farming or Schemes

- Of the total 575; 552 were contract farmers.
- 481 farmers were on the JTI scheme; 60 were on the Tombwe Scheme; and 11 were on other schemes and also independent farmers.
- In Western Province, many current and past contract farmers had complaints about the scheme; in that they felt 'cheated' at the time of pricing and selling their crop. This was attributed to the fact that there is no prior training or knowledge on how the pricing and grading is done.
- In Eastern Province, most of the contract farmers were delighted with their schemes.
- In both provinces, all the farmers, especially the independent farmers had the most grievances. The independent farmers indicated that they had no support whatsoever and bore the cost of cultivation alone; and also that they were often exploited by the venders or 'briefcase buyer' who bought their produce.
- When asked whether tobacco contract farming is profitable or not; 164 said it was not while 312 said it was and 99 said they were not sure.
- 532 said they were proud tobacco farmers and would happily encourage others to start growing it while 30 were not and would not encourage others.

### Conclusion

In conclusion, the FCTC KAP study established that the WHO FCTC is not known in many districts among the tobacco farmers, the general public, civic leaders, traditional leaders and some government departments that are particularly focused on Agriculture. It has also shown that there are no deliberate policies and programmes from the government and/or private sector in place to sensitise farmers, key stakeholders and the general public on the WHO FCTC in terms of its aims, goals and objectives.

### Recommendations

Overall, the study recommends that the government through the Ministry of Health should engage and broaden consultations with all key stakeholders across Zambia on the WHO FCTC before talking about domestication. The following are some key specific recommendations:

- The Ministry of Health (MOH) and World Health Work closely with the Ministry of Agriculture, Tobacco Board of Zambia (TBZ), Zambia National Farmers Union and other critical stakeholders when engaging Tobacco farmers on the WHO FCTC;
- Tobacco farmers must be prioritized for all engagements and consultation as majority deem growing tobacco the lead or only profitable and indispensable substitute for volatile maize, groundnuts, tomatoes, millets, sorghum, soya beans or cotton;
- Strengthen TBZ institutionally, financially and technically such as employing and deploying more farmer support staff and setting up Tobacco Control and Regulations Desks in all farming blocks across the country;
- TBZ could replicate the JTI afforestation practice in Eastern and Western Provinces of only registering and supporting tobacco farmers who are replanting and growing trees whilst unconditionally deregistering and banning the defaulters; and
- The Ministry of Agriculture and TBZ must scout for more institutionalized tobacco companies as many farmers feel left out by few buyers who practice 'contract farming'-a scheme highly adored and appreciated by most tobacco farmers.



# The KAP Study

On the Framework Convention on Tobacco Control (FCTC) Among Farmers and Other Relevant Stakeholders

