

On Sunday 18th of January 2026 Rob Garvin and Hugh Holman spoke to the society on “Zimbabwe Flue Cured Tobacco, the contractor’s perspective”

The focus of the talks was on the evolution of tobacco marketing from a pure auction system in 2000 to the current combination of contract growing, contract marketing and auction systems.

By value, tobacco production in Zimbabwe is the biggest agricultural sector, with production in the 2025 season reaching a record high of 354 881 661 kilograms with a value of more than US\$1,1 Billion.

Not only does the industry make a huge contribution to the national economy of Zimbabwe but it also gives employment to many thousands of people. Zimbabwe is the third largest producer of flue cured tobacco in the world after China and Brazil. The speakers also touched on the very important topic of sustainability and the interventions being taken.

Hugh/Olly Holman works for the Premium Tobacco Group. They train tobacco growers and help them to farm profitably and sustainably. What follows are his slides which are largely self-explanatory.



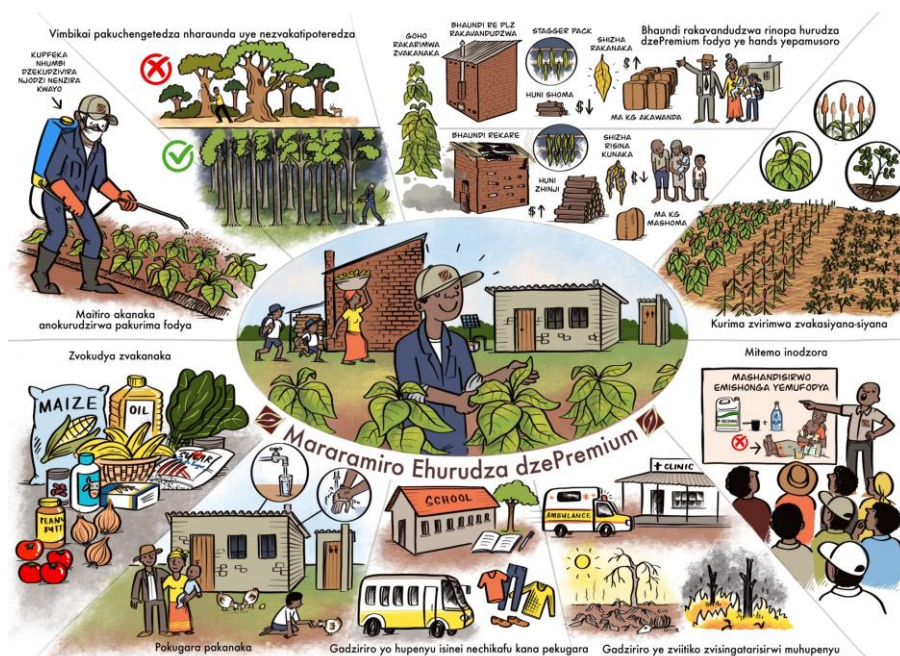
Small Scale Tobacco Farming A Contractor's Perspective

History Society Presentation
January 2026

"Helping farmers to help themselves."



**Seminar 1
2025/26
Season**



Introduction to Premium Systems, ALP, Health & Safety, Seedling Production, Forestry



AGRICULTURAL LABOUR PRACTICES (ALP)

There are 3 objectives of the PLZ ALP program

1. Ending Child Labour
2. Respecting the Rights of Workers
3. Ensuring Workplace Health and Safety



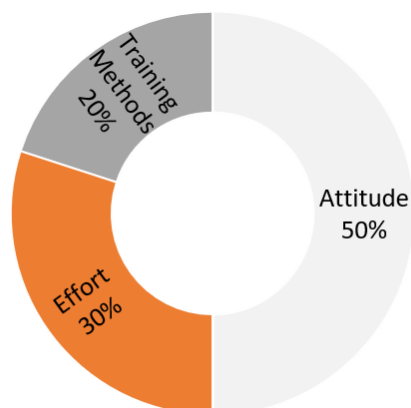
ALP Compliance is a requirement by ALL of our customers



AGRICULTURAL LABOUR PRACTICES (ALP) WORKPLACE HEALTH AND SAFETY



The Key to SUCCESS



Anything in life can be achieved if we work for it

If we avoid hard work, we can only blame ourselves for failure

Tobacco farming/contracting is a business – NOT a way of life

SUCCESS comes from YOU by:

DOING THINGS ON TIME and TO A GOOD STANDARD

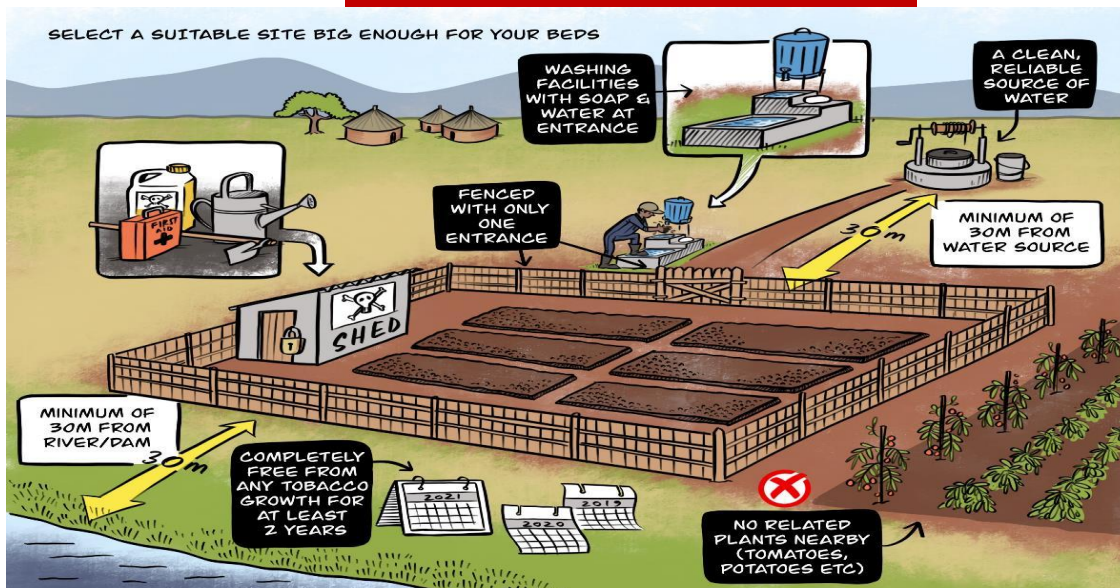
WHO IS **YOUR** FIELD TECH?

Training Methods that... **YOUR FIELD TECH WILL**
Actually WORK!



- Put you into 1 of 10 groups
- Have a "contact farmer" who will be the "centre for training & contact,"
- Visit your group on the same day every week.
- If you have a specific problem, the tech will accompany you to your farm.

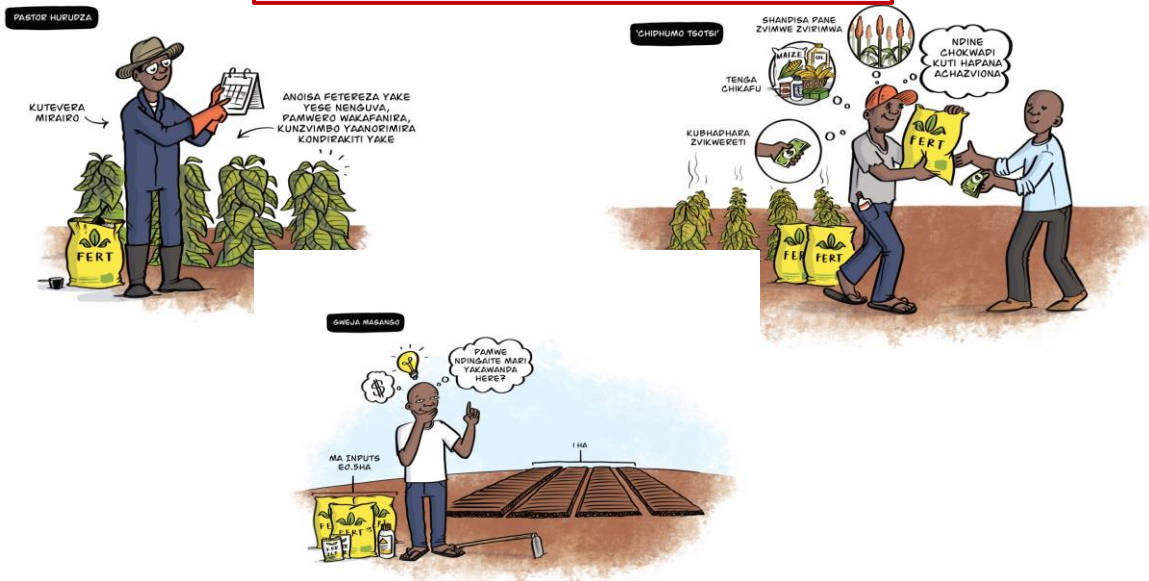
SEEDBEDS



Training a group utilizing the Grower's Handbook



Promoting the Optimum use of Inputs Supplied



Crop Nutrition

KUISA FETIRAIZA YEBASAL



TOPPING, REAPING AND CURING

KUDAMBURA MUSORO
WEFODYA NENGUVA
YAKAKODZERA



SHIZHA RINOKURA
ZVAKANAKA

MIDZI INOWEDZERA NE 50%
ZVICHIKONZERA KUTI CHIRIMWA
CHISIMBE PAKUOMERWA NEMVURA
UYE SHIZHA RINOSIMBA RIINE
HUTANO ROBURITSA GOHO RAKANAKA

KUNONOKA KUPAMBRA
MUSORO WEFODYA



MASHIZHA MADIKI,
AKAWANDISA ASINA
HUTANO HWAKANAKA

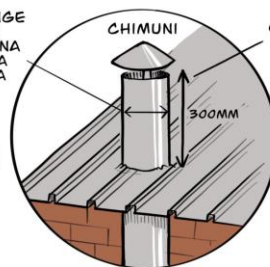
MIDZI ISINA
KUSIMBA

A WELL CONSTRUCTED BARN



CHIMUNI
INOFANIRWA KUNGE
IINE ZVIYERO
ZVAKANGOFANANA
NEMACHANERA
ACHO EMWEYA

❌ MUSAVHARE
PAMUSORO PE
CHIMUNI



CHIMUNI INOFANIRA
KUREBESA 30CM
PAMUSORO
PEBHAUNDI

Improved Barn Cost Analysis

Barn Cost as per Scheme details	US\$970
Add: Cost of bricks @ \$30/1000	US\$300
Gross Input Costs	US\$1,270

Assumptions

4 cures per season @ 300kg/cure	\$45/m3 and 650kg/m3 = \$0.07/kg – Wood Cost		
20% wood saving @ \$45/m3	7.3	5.7	1.6
10% price increase	3.54	3.1	114%
20% weight increase	1.5	1	150%

	Improved	Std
Cured weight	1200	1000
Price/kg	3.54	3.1
Total Values	US\$4,248	US\$3,100
Add: Wood savings	US\$134	US\$0
Gross Advantage/Profit per Season	US\$1,282	



All growers are
expected to plant trees,
but

MITI HUPENYU
'DON'T JUST GROW OLD, PLEASE
GROW TREES'



The battle to create Sustainable Tobacco Production



Sourcing and Delivering Sustainable Wood to Farmers

The Sustainable Agroforestry Association (SAA)

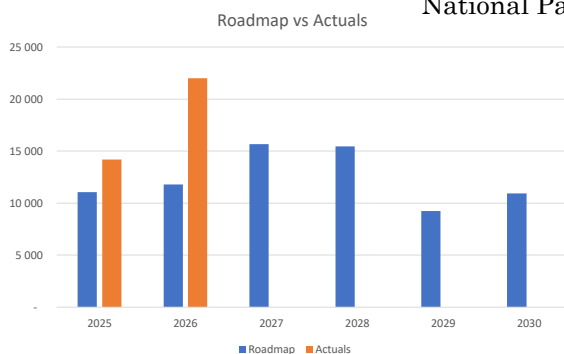
Levy funded

Privately funded

PPP analysis

Hybrid varieties & Land

National Parks Nyanga



BIOMASS PROJECT IN CHIRUNDU

Arundo Donax

Potential of 50t/ha/yr

4 Harvests/yr

Closer to Northern Region

Left – immediately
POST CUTTINGRight – 12 weeks later
Protected from
Wildlife!

Barns are improving quickly – and they need to!



Greater
efficiencies
being sought



Small Scale has come a long way



These are Small Scale crops



Farmer training plays a crucial role in all aspects, including getting the farming environment cleaner!





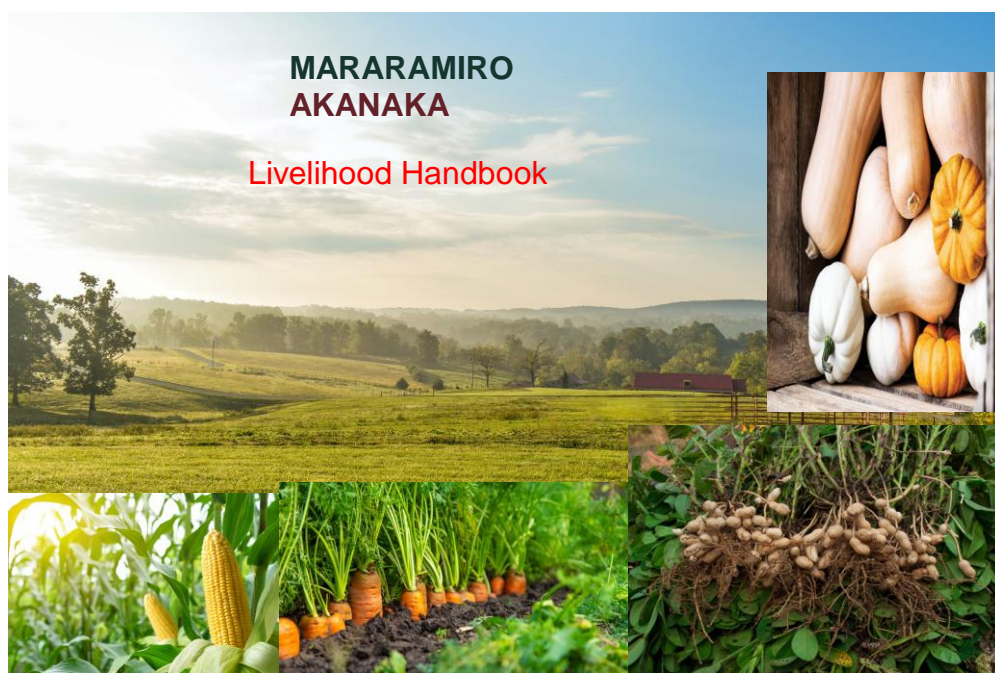
Scenes from this Current Season 2025/26



Farmers
moving forward
towards
Sustainable
Production



Quality of Crop, Presentation and Prices improving annually. 151 growers >\$4 & 1242 growers >\$3.30
3200 growers



The Key to SUCCESS
MAKA RONGEKA HERE?



SUCCESS comes from YOUR PARTNERSHIP with
PREMIUM!
DEAL WITH THE COMPANY THAT HAS STOOD THE
TEST OF TIME!