



Video animation: Sustainable agriculture and farmer livelihoods

TOMORROW'S AGRICULTURE TODAY

How does BAT support farmer livelihoods and sustainable agriculture?

We have a long and proud history
of working with farmers.

We want to help them build more
successful businesses
and motivate them to look after
the environment
and support their local
communities.

This is a pragmatic and
commercial approach
that helps secure our supply chain
and ensure the quality of our
products to satisfy consumers.

www.bat.com/sustainability

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