



## Video animation: Sustainable agriculture and farmer livelihoods

### ***TOMORROW'S AGRICULTURE TODAY***

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#### ***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.

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**[www.bat.com/sustainability](http://www.bat.com/sustainability)**

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