THEY GROW, WE GROW
Helping farmers to thrive

SUPPORTING OUR FARMERS Working together
Husnul Mubarrock, Leaf Technician, BAT Indonesia
Our support is in the form of guidance providing techniques about agricultural practice in the field. We also help farmers with means of production, fertilisers and such.
Also the use of pesticides recommended by the company. As well as irrigation, how to do it properly. And soil treatment, how to do that right.

Sharing EXPERTISE
Mr Halidi, Farmer, Lombok Indonesia
The company provides me with fertilisers and seeds as well as scheduled visits from field officers offering guidance.

Looking after OUR ENVIRONMENT
Husnul Mubarrock, Leaf Technician, BAT Indonesia
There are ways we can teach the farmers about pest control in a non-chemical way in a sustainable way, without harming the environment. We gather all the farmers together and teach them about pest control how to recognise diseases and control them in the field.
This year we have started using alternative fuel, so that in the future they can reduce costs and get production efficiency from their harvest, and good quality when drying tobacco.

A prosperous choice FOR FARMERS
Mr Halidi, Farmer, Lombok Indonesia
I can make a living from tobacco to provide for my family so my grandchildren can benefit as well. Besides tobacco there’s also corn, other non-staple food crops, that kind of thing.

A VALUED PARTNERSHIP benefits us all
Mr Halidi, Farmer, Lombok Indonesia
We have a very good relationship they help me with everything I need. Not only me but all the farmers.
We are a family. BAT is our family, we are partners as well.
Husnul Mubarrock, Leaf Technician, BAT Indonesia
We have to keep good relationships with farmers so that the partnership can be beneficial for farmers now, and in the future.