



**Quick Look at the
2010 Tobacco Grower Phone Survey**

www.TobaccoGrowerResearch.com

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Tobacco Growers

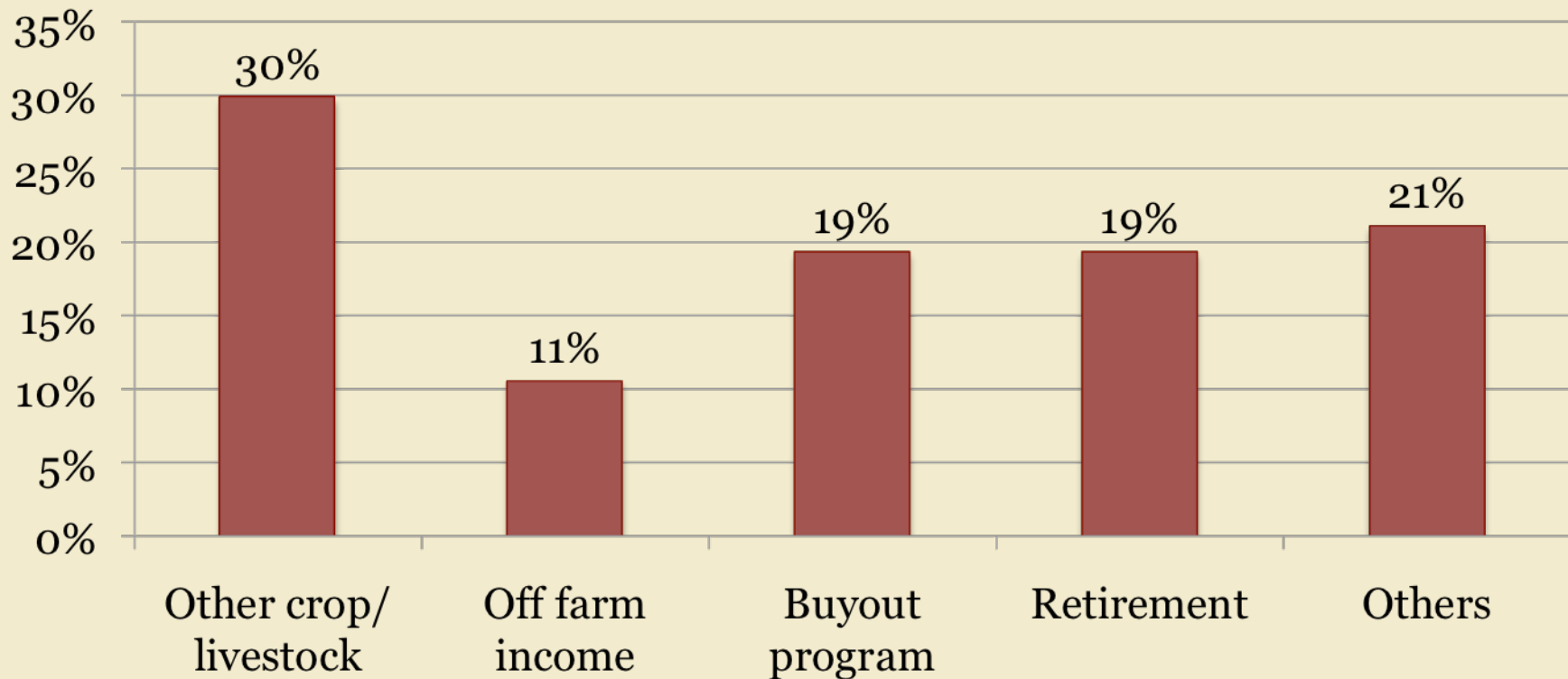
- 486 tobacco growers responded to the survey
 - 429 (88%) reported growing tobacco in 2010
 - 57 (12%) reported not growing tobacco in 2010
- Growers were from 12 states, with the majority being from the top tobacco states:
 - Kentucky 26%, North Carolina 25%, Tennessee 17% and Virginia 13%
- By type:
 - 186 reported growing burley
 - 154 reported growing flue-cured
 - 103 reported growing dark air
 - 114 reported growing dark-fired
 - 4 reported growing cigar
 - 2 reported growing another type of tobacco

States Represented

State	Count	Percent
Florida	2	0.41
Georgia	12	2.47
Indiana	23	4.73
Kentucky	128	26.34
Missouri	6	1.23
North Carolina	120	24.69
Ohio	20	4.12
South Carolina	17	3.50
Tennessee	84	17.28
Virginia	63	12.96
Wisconsin	6	1.23
West Virginia	5	1.03
Total	486	100

Those who reported not growing tobacco in 2010...

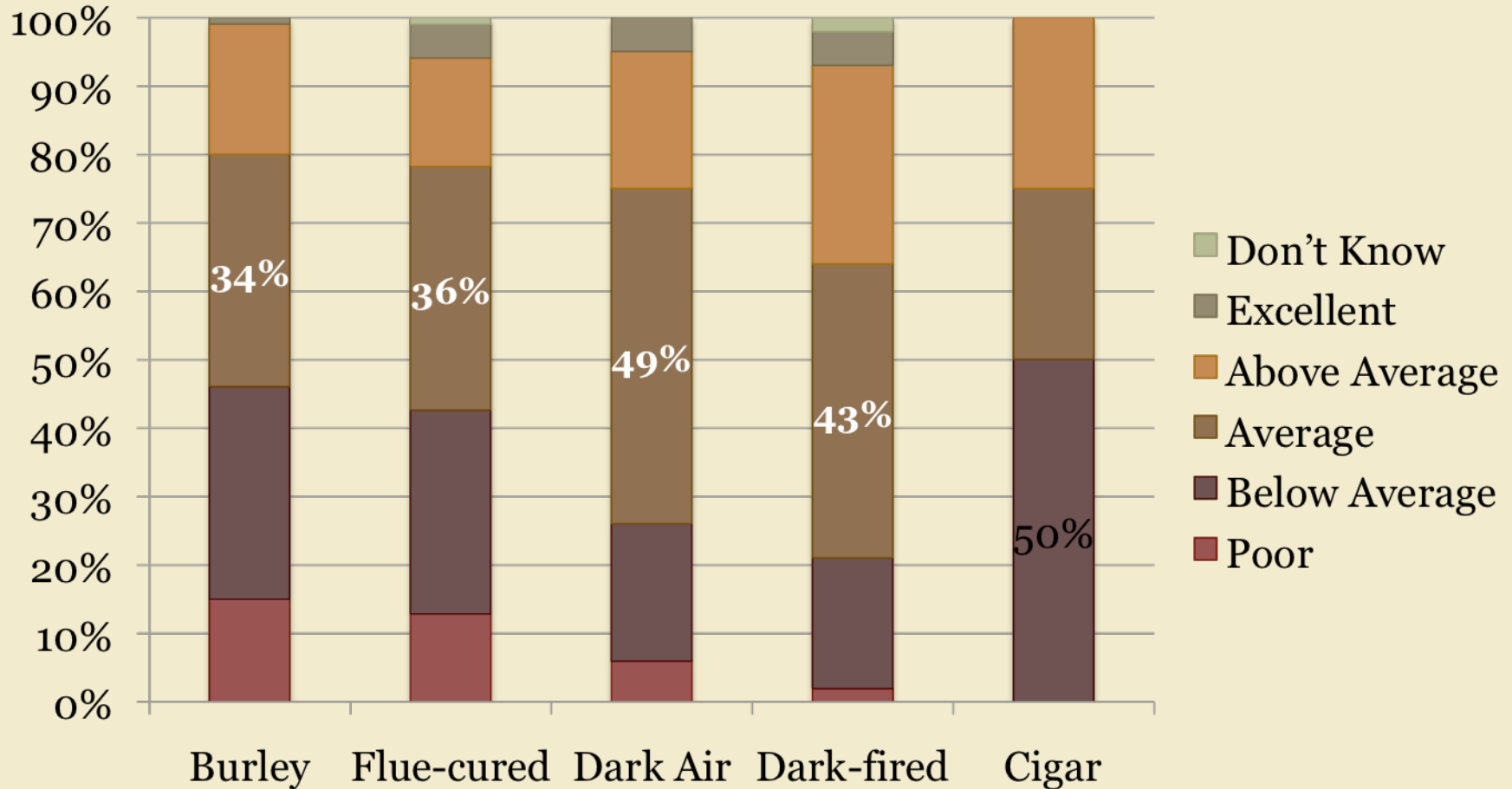
What primary source of income did you use to replace tobacco income?



Compared to past experience, how would you rate the overall quality of this year's crop?

Response	Burley	Flue-cured	Dark Air	Dark-fired	Cigar
Poor	15%	13%	6%	2%	0%
Below Average	31%	30%	20%	19%	50%
Average	34%	36%	49%	43%	25%
Above Average	19%	16%	20%	29%	25%
Excellent	1%	5%	5%	5%	0%
Don't Know	0%	1%	0%	2%	0%
Total	100%	100%	100%	100%	100%

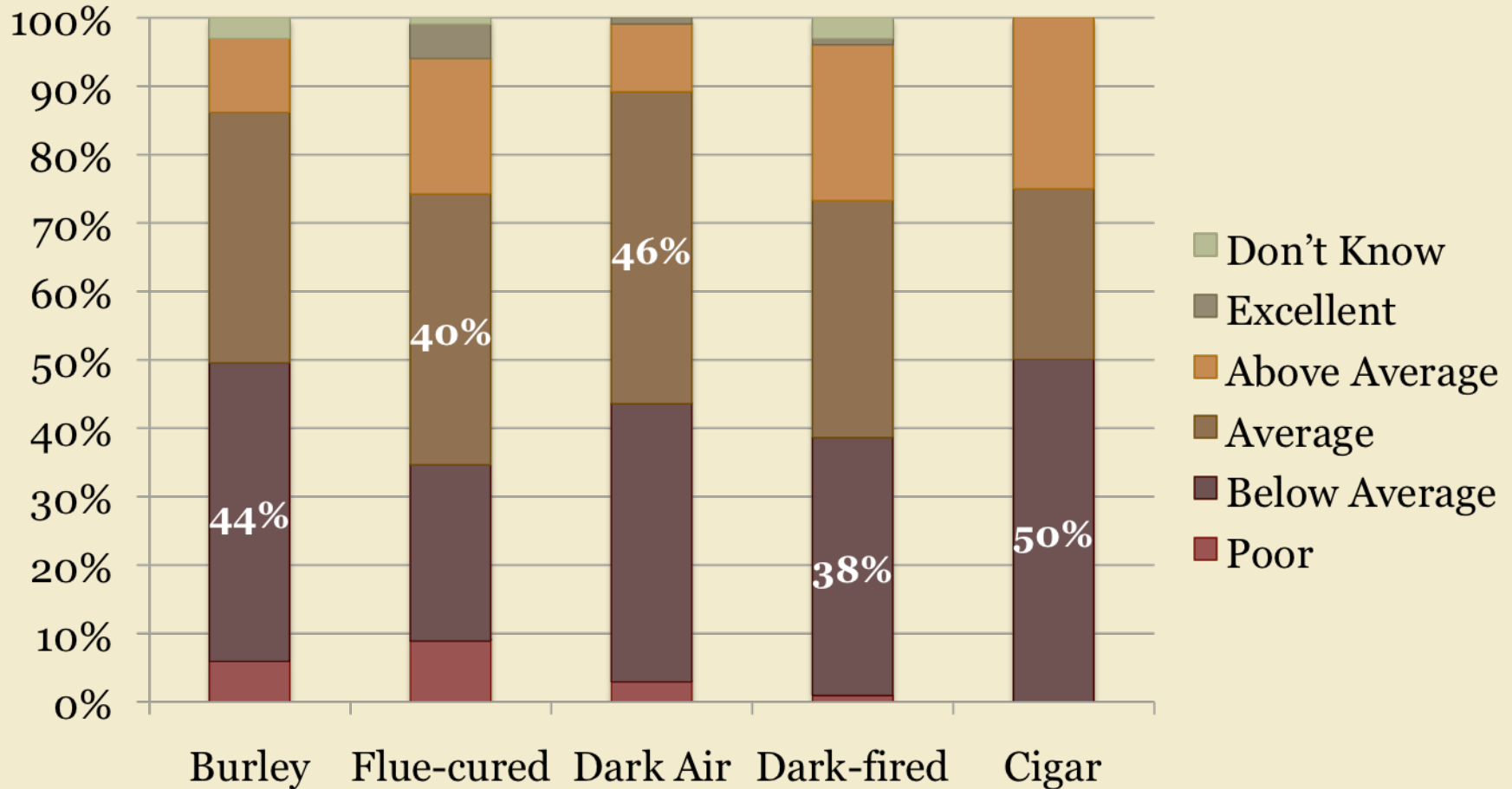
Compared to past experience, how would you rate the overall quality of this year's crop?



Compared to past experience, how would you rate the current yield of this year's crop?

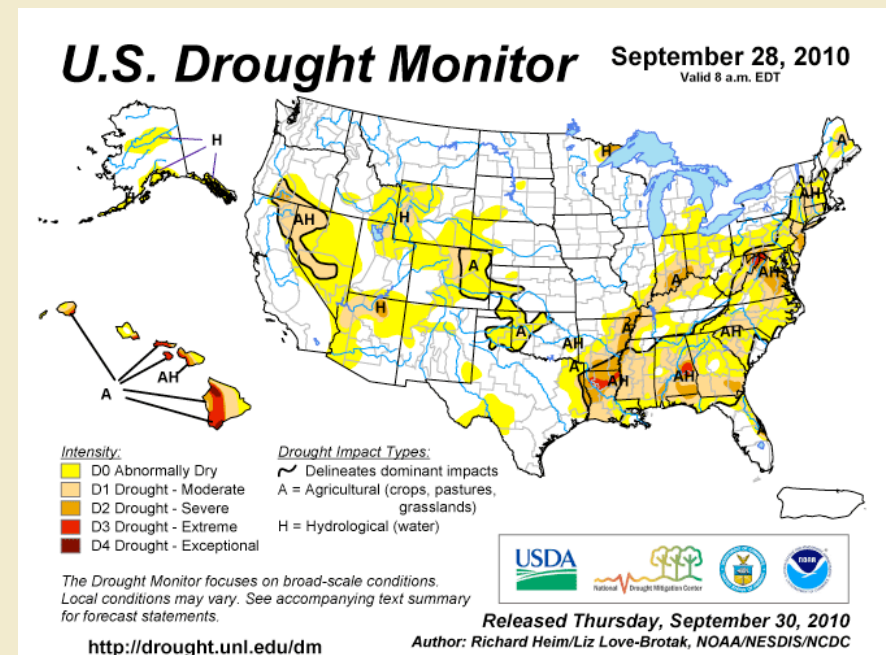
Response	Burley	Flue-cured	Dark Air	Dark-fired	Cigar
Poor	6%	9%	3%	1%	0%
Below Average	44%	26%	41%	38%	50%
Average	37%	40%	46%	35%	25%
Above Average	11%	20%	10%	23%	25%
Excellent	0%	5%	1%	1%	0%
Don't Know	3%	1%	0%	3%	0%
Total	100%	100%	100%	100%	100%

Compared to past experience, how would you rate the the current yield of this year's crop?



Biggest factor for yields being poor or below average...

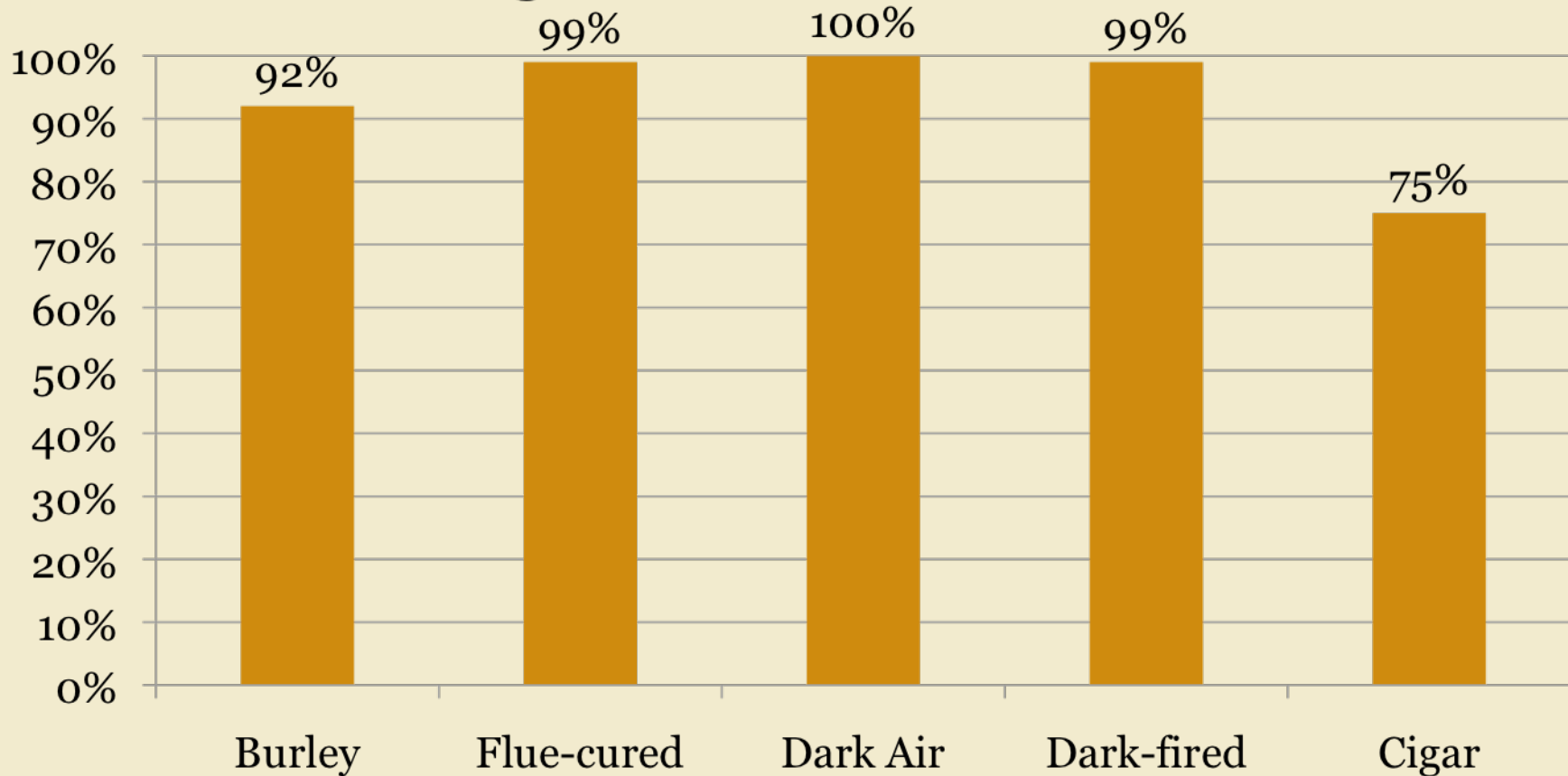
- Weather
 - 100% Burley, Flue-cured, Dark Air, Dark-fired, Cigar
- Insect and Pest Pressure
 - 15% Burley
 - 13% Flue-cured
 - 7% Dark Air
 - 2% Dark-fired
 - 0% Cigar
- Disease
 - 17% Burley
 - 31% Flue-cured
 - 7% Dark Air
 - 9% Dark-fired
 - 0% Cigar



Too much rain or too little...plagued much of the tobacco regions.

Did you have a contract?

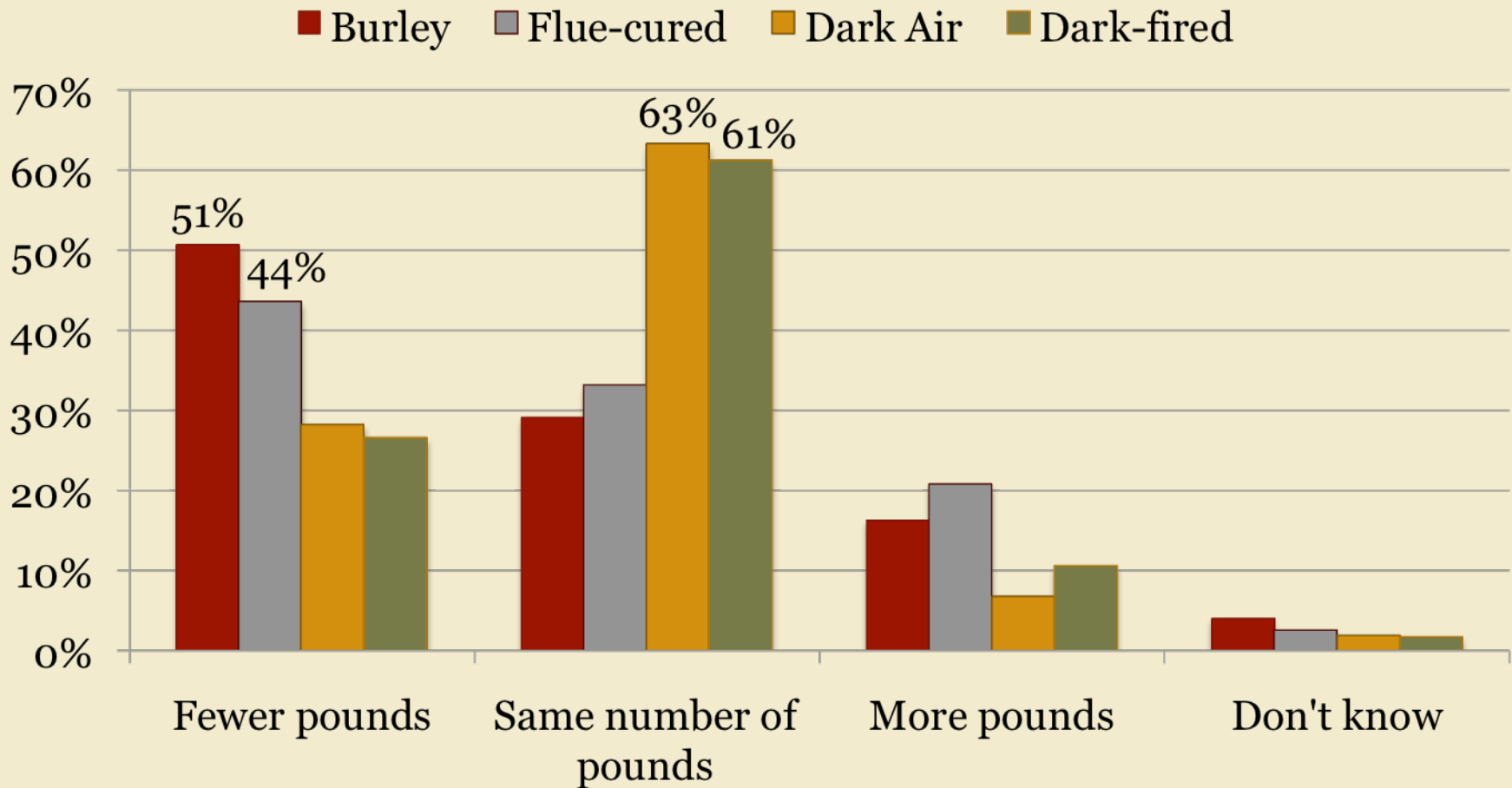
Percentage of Growers with a Contract



Reduction in Contracts

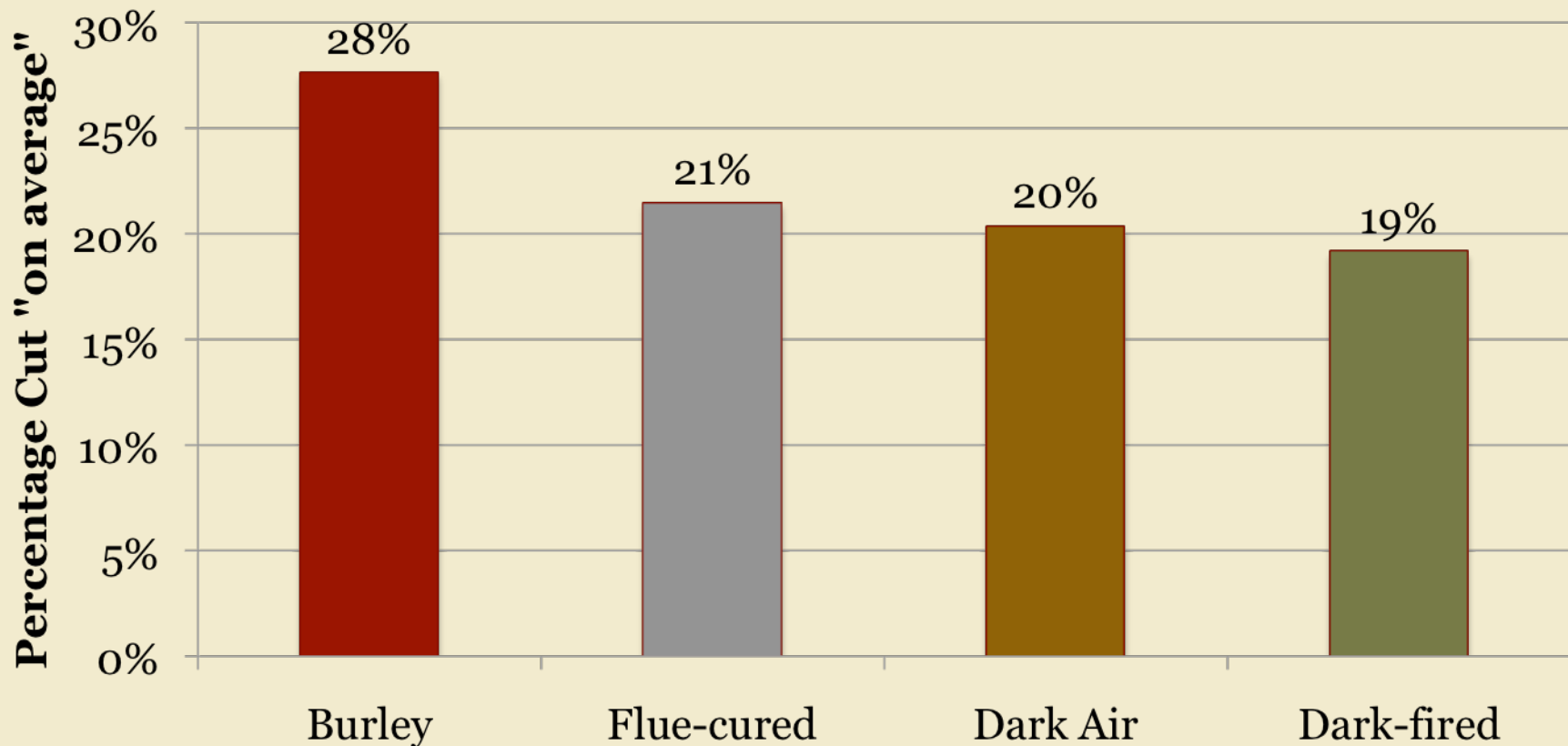
- The percentage of growers who reported a cut in volume of contracts is the highest among burley (51%) followed by flue-cured growers (43.5%).
- Similarly, about 27% to 28% of dark tobacco growers reported a cut in contracted poundage, ranging from less than 10% to over 50%.

How does your 2010 contract compare to your 2009 contract?



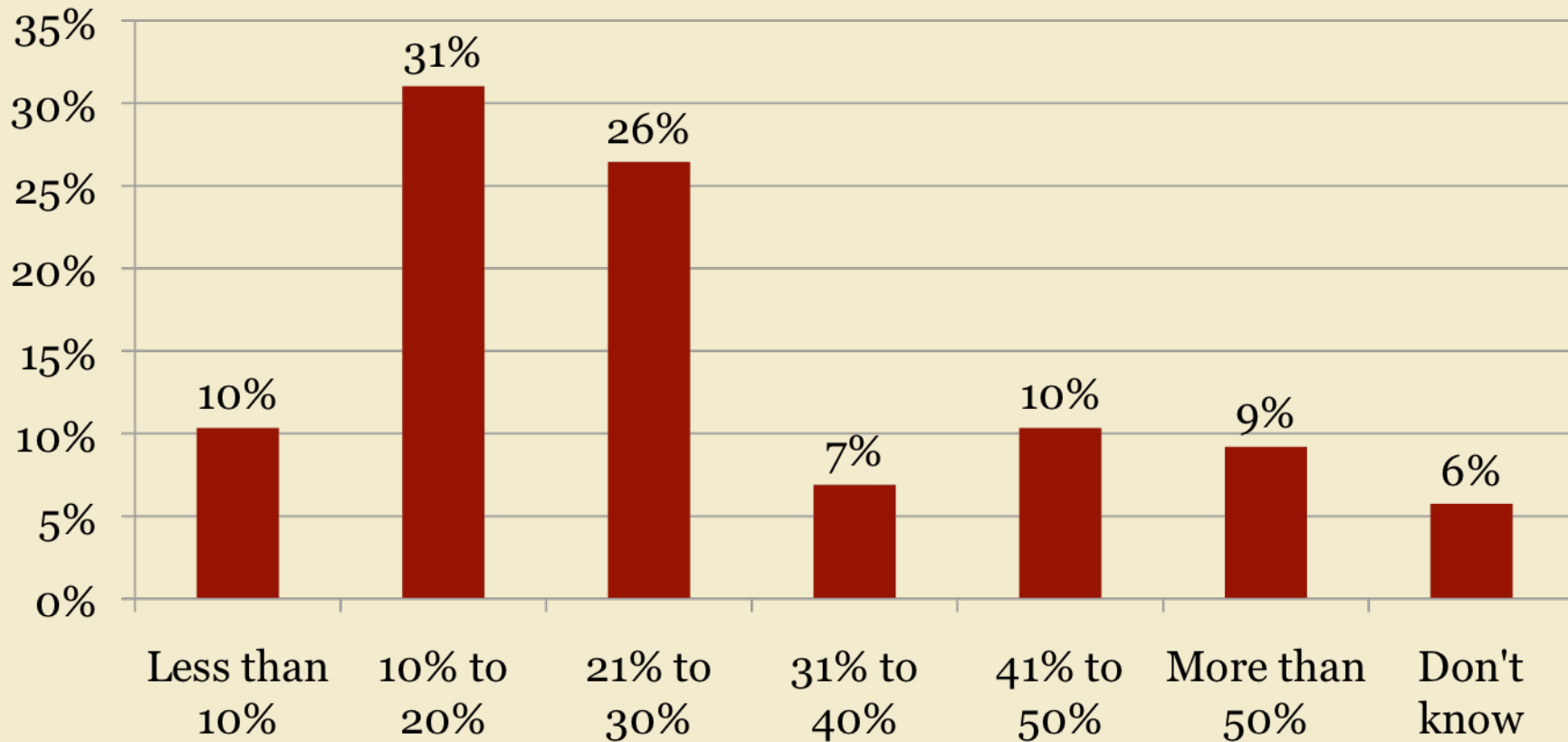
If fewer pounds, how much did your 2010 contract get cut “on average”?

Comparison across Types



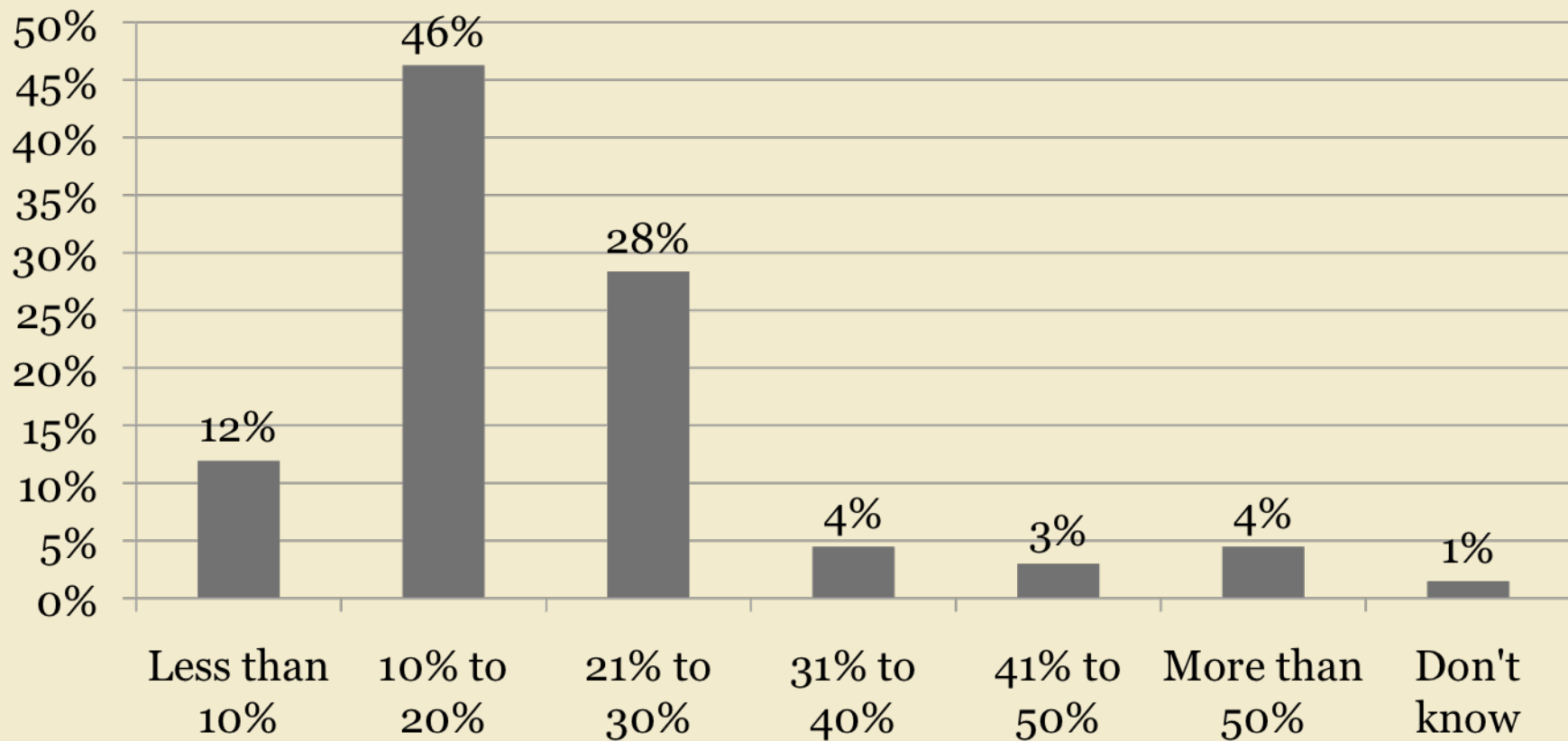
If fewer pounds, how much less? Burley

How much did your 2010 contract get cut?



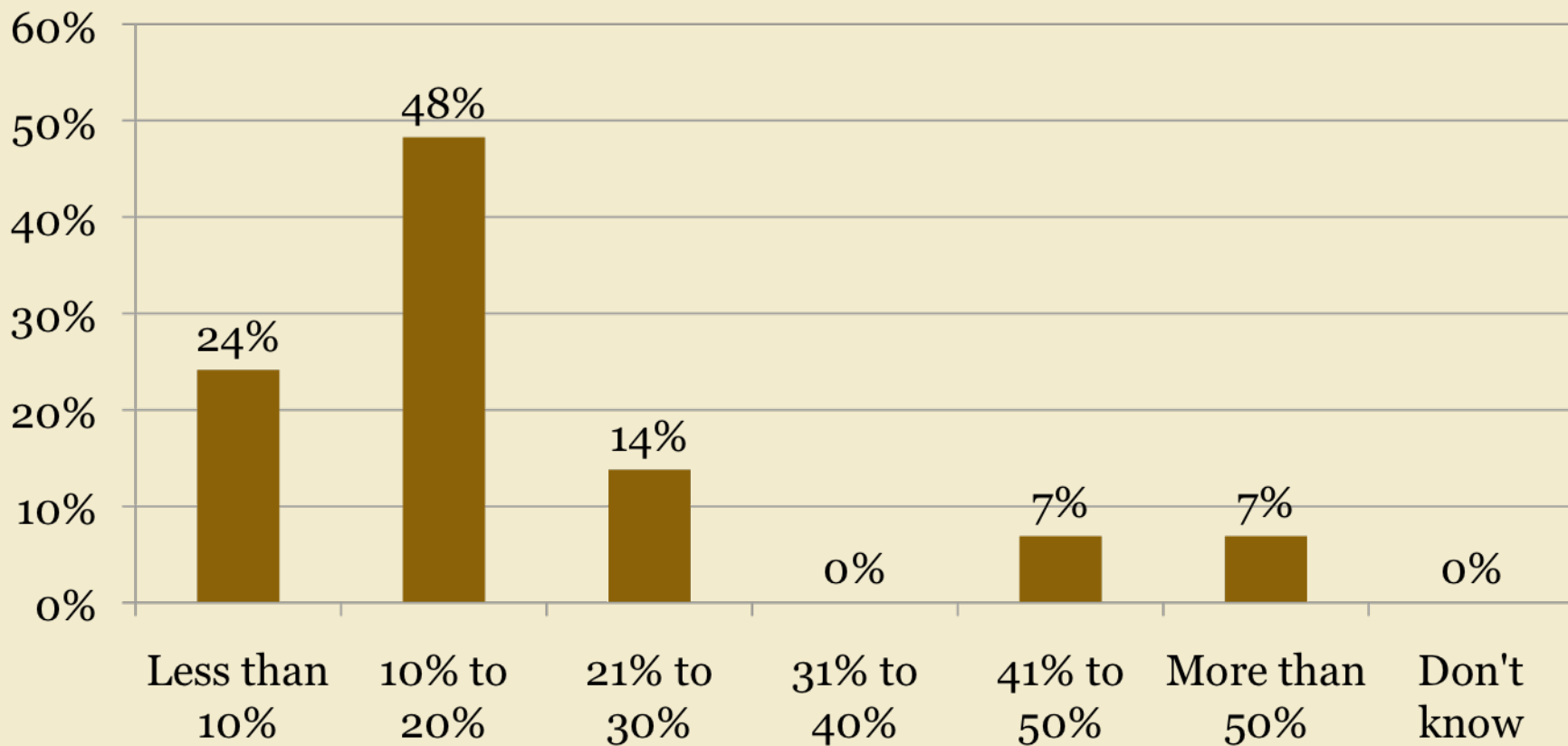
If fewer pounds, how much less? Flue-cured

How much did your 2010 contract get cut?



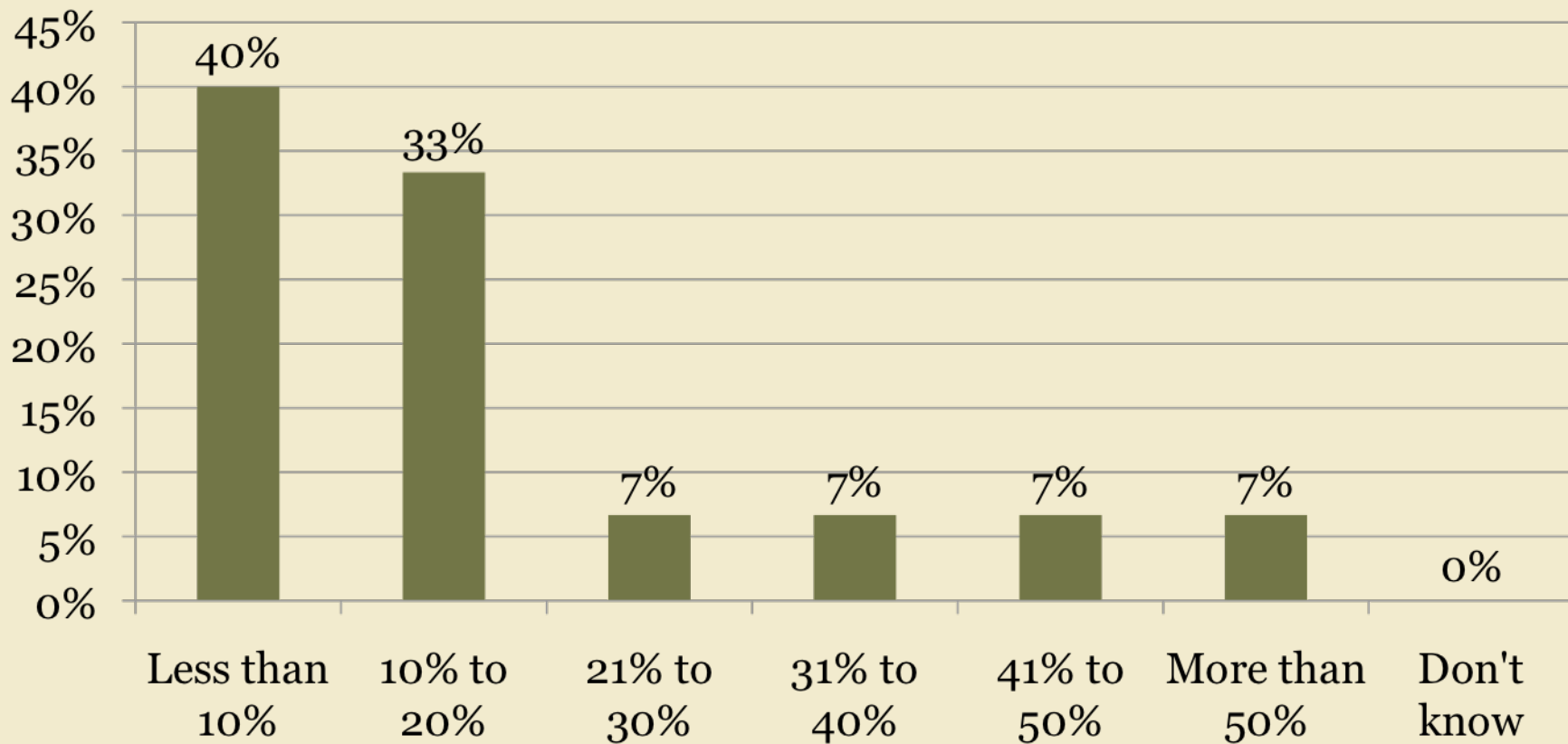
If fewer pounds, how much less? Dark Air

How much did your 2010 contract get cut?



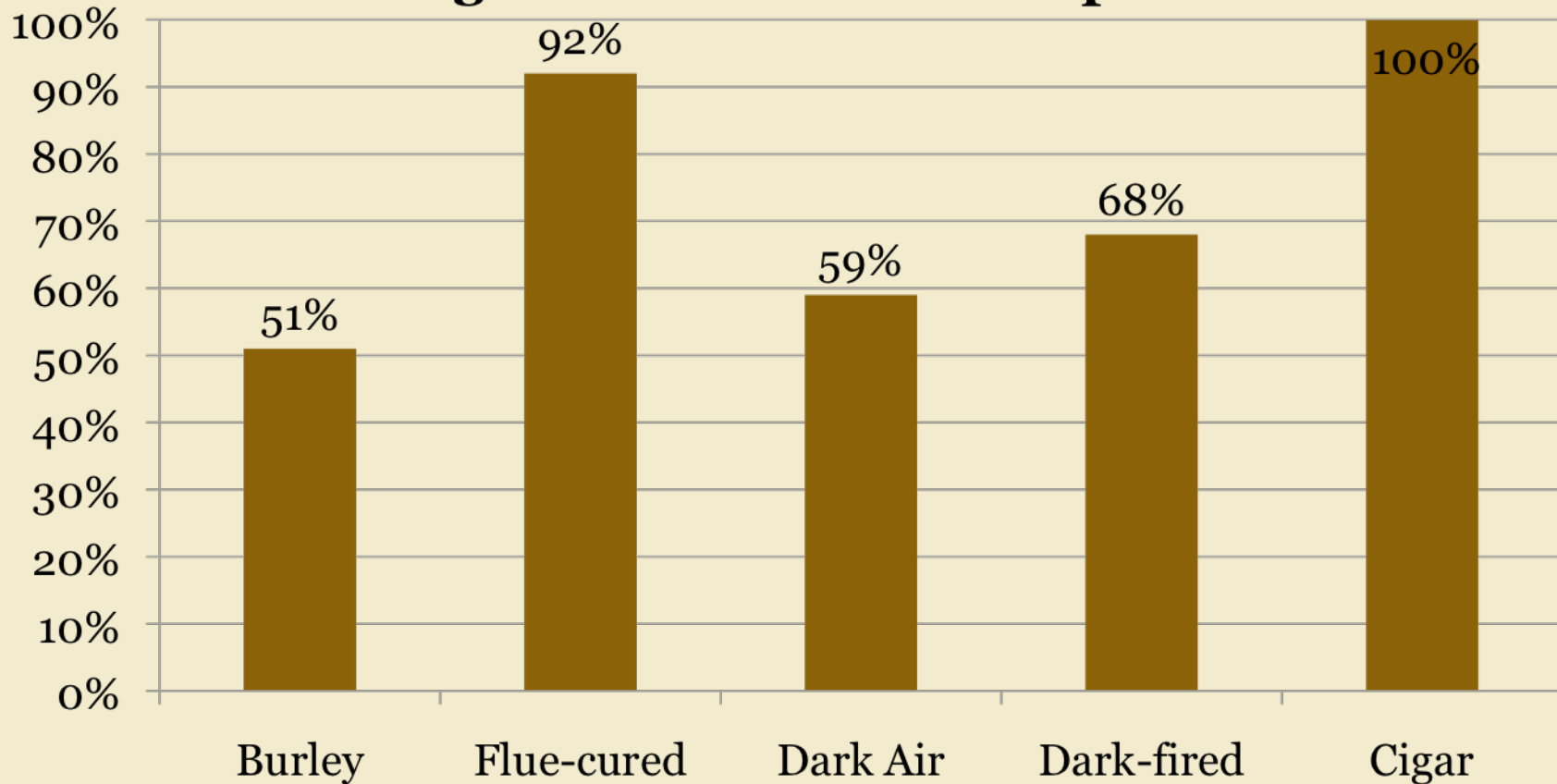
If fewer pounds, how much less? Dark-fired

How much did your 2010 contract get cut?



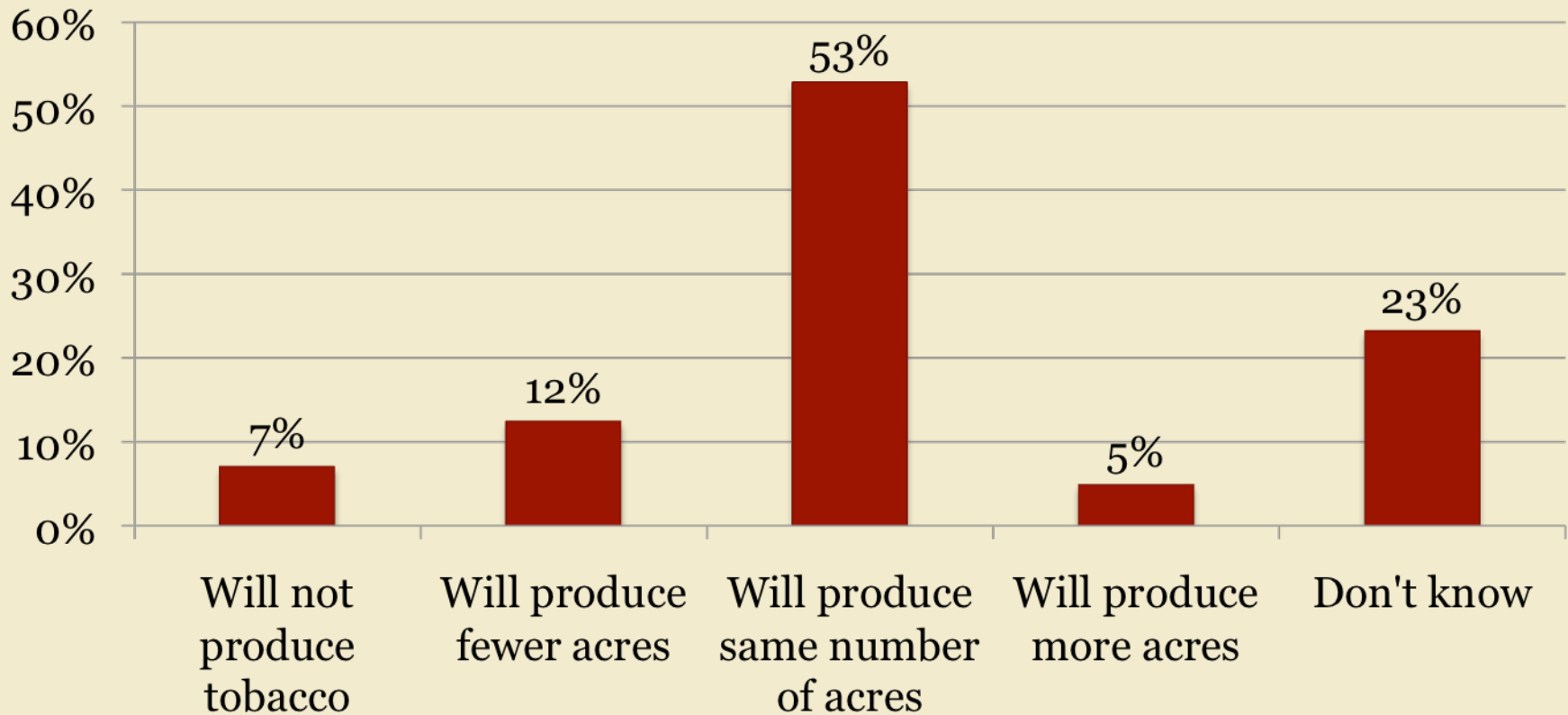
Did you have crop insurance on your 2010 crop?

Percentage of Growers with Crop Insurance



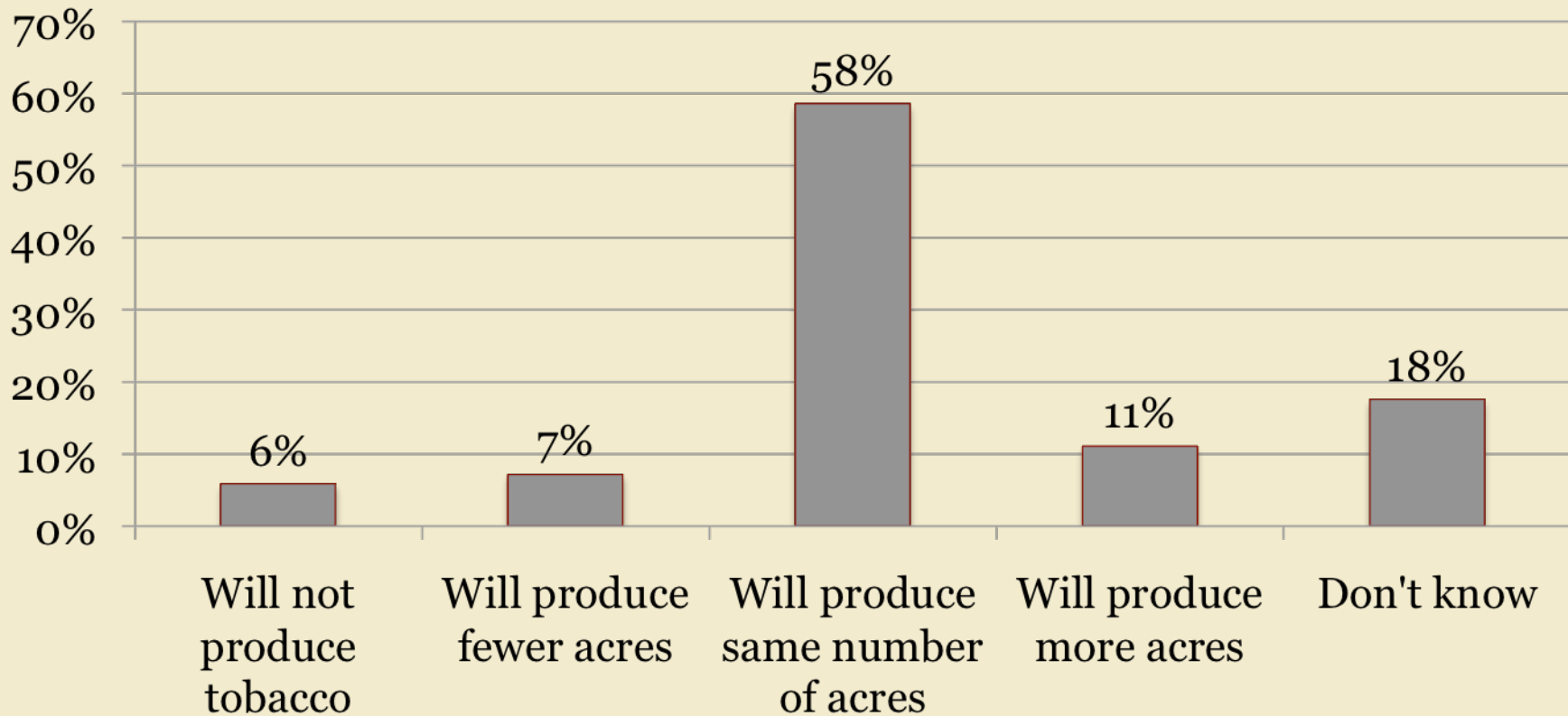
Plans for Next Year: Burley

Percentage of Growers who Agree with Statement



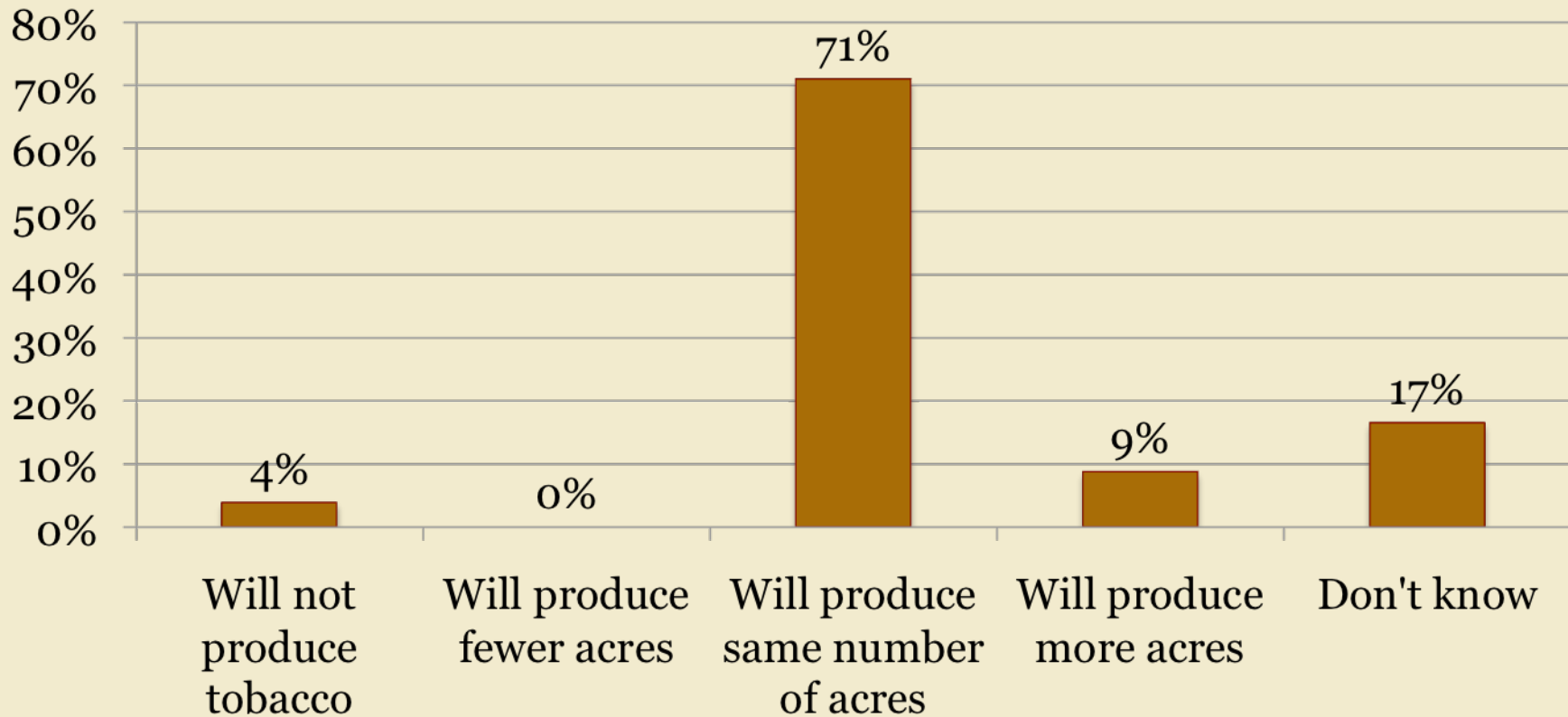
Plans for Next Year: Flue-cured

Percentage of Growers who Agree with Statement



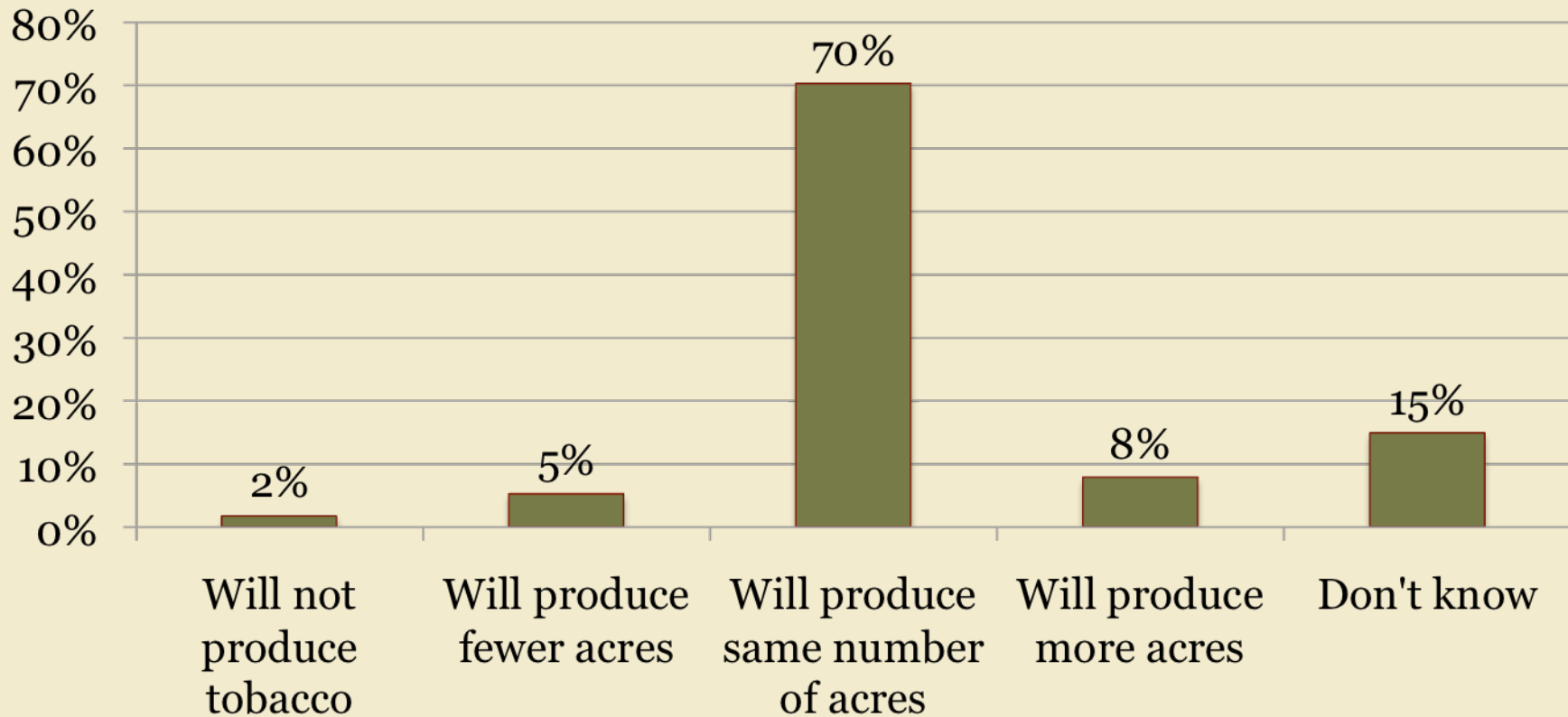
Plans for Next Year: Dark Air

Percentage of Growers who Agree with Statement



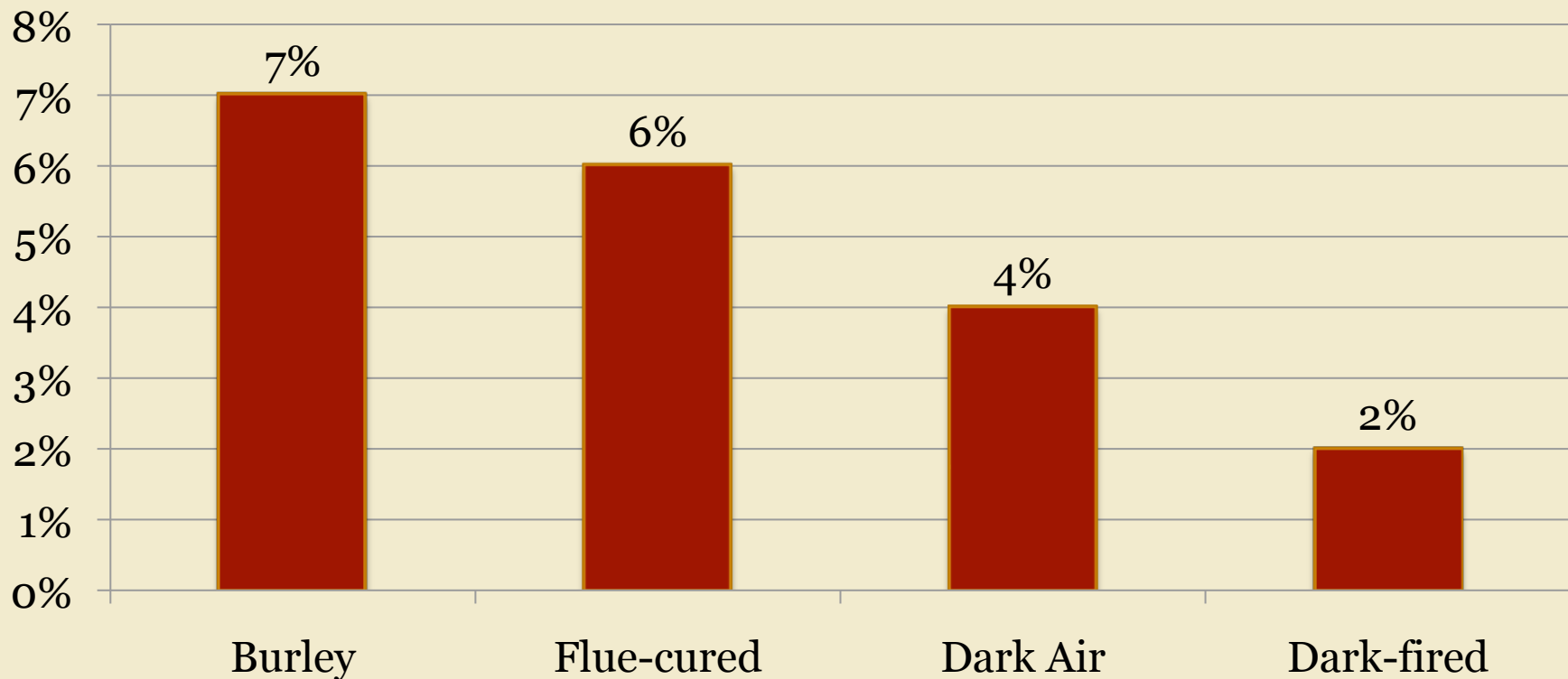
Plans for Next Year: Dark-fired

Percentage of Growers who Agree with Statement



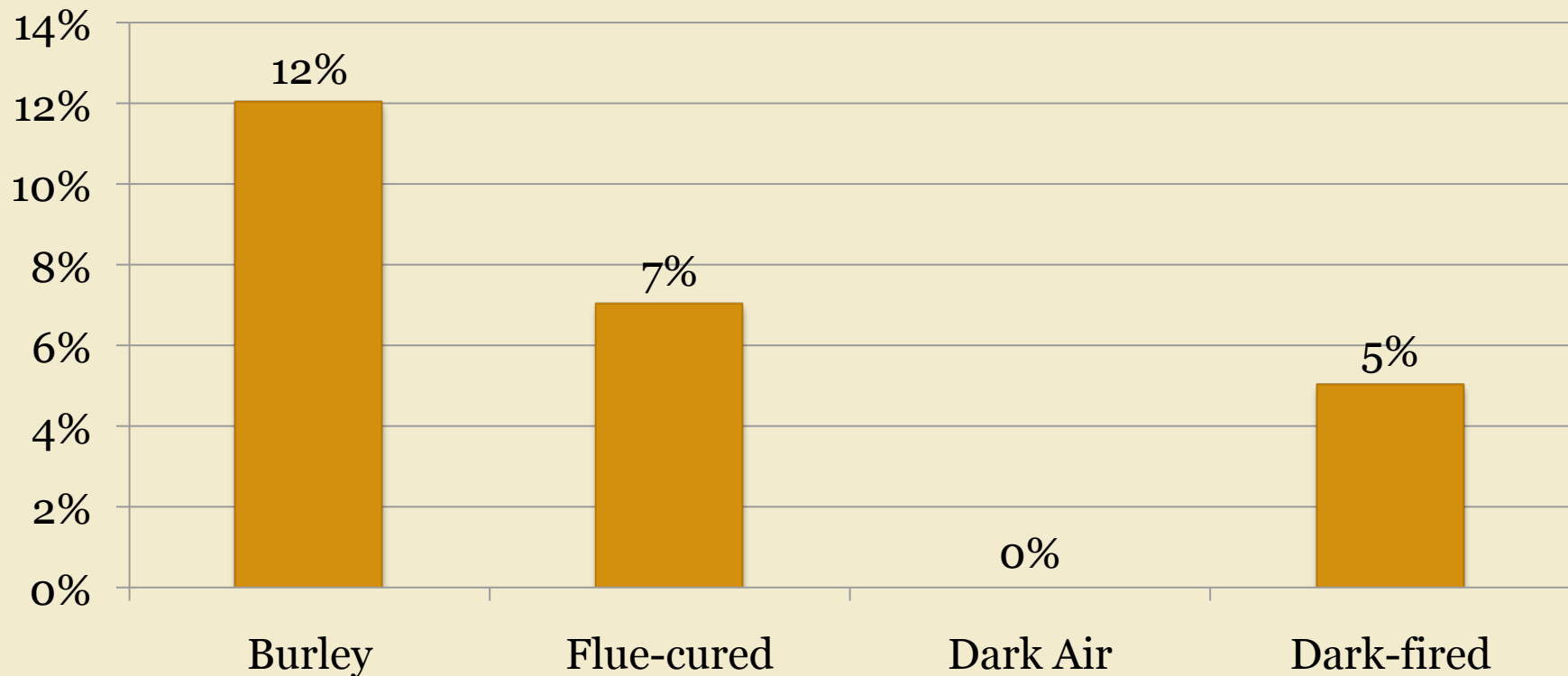
Plans for Next Year: Will not Produce Tobacco Next Year by Type

% of Growers that Reported they will not Produce Tobacco Next Year (2011)



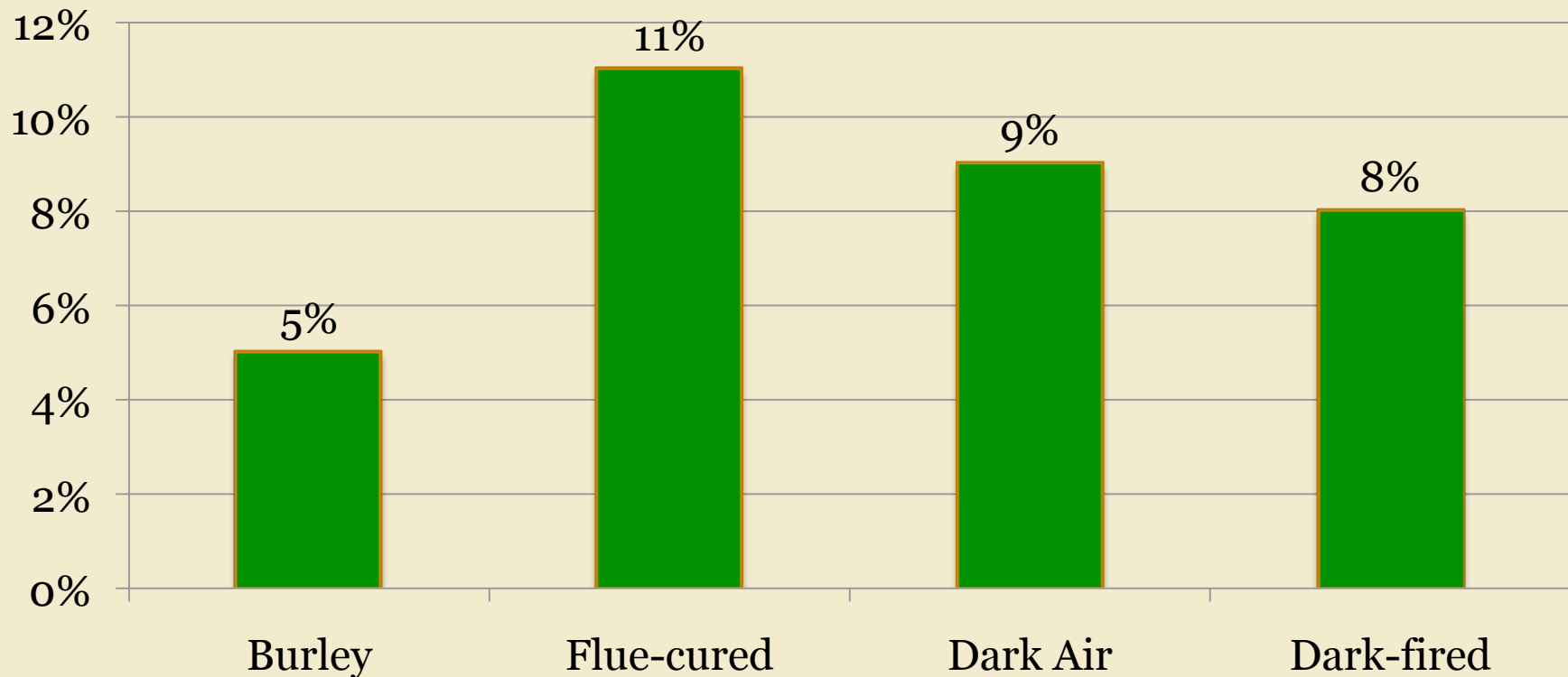
Plans for Next Year: Will Produce Fewer Acres Next Year

% of Growers that Reported they will Produce Fewer Acres Next Year (2011)



Plans for Next Year: Will Produce More Acres Next Year

% of Growers that Reported they will Produce More Acres Next Year (2011)



For a complete summary of
results visit:

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