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Greece

Tobacco and Products

Annual

2000

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> Report Highlights: Total 1999 tobacco production is estimated to be 126,000 mt, slightly lower than 1998 levels. For 2000, production is expected to be close to the EU quota of 126,470 mt, due to increased GOG enforcement of the quotas. Exports for 1998 totaled 98,328 mt, valued at \$334 million, mainly to Germany (9,350 mt), France (4,440 mt), Russia (10,451) and the U.S. (8,334 mt). Exports for 1999 are estimated to be slightly higher. Imports for 1998 and 1999 are estimated to be 17,500 mt, and 15,500 mt respectively with about one-third coming from the U.S. Imports of cigarettes dropped slightly (10,300 mil pieces in 1999). Exports in 1999 are also high (16,500 mil pieces) as Greece expands its marketing in Eastern Europe.

> > Includes PSD changes: Yes Includes Trade Matrix: Yes Annual Report Athens [GR1], GR

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Executive Summary

Total 1999 tobacco production is estimated to be 126,000 mt, slightly lower than 1998 levels. However, 2000 estimates are for production to increase slightly to 126,450 mt, close to the EU quota level of 126,469. Oriental production, the major part of Greek tobacco production, accounted for 83,050 mt in 1999. Planted acreage is gradually declining as the EU quotas are enforced more rigidly, with 67,200 ha of tobacco planted for 1999. Yields and quality were normal.

Domestic consumption in CY 1999 was 33,800 mt, based on the needs of the manufacturers. Most of the 1999 crop was sold by the end of April 2000. Stocks are at normal (manageable) levels because of increased domestic consumption and the slow decline in overall production. Exports for calendar year 1998 totaled 98,328 mt, valued at \$334 million. Most of these exports were destined for the U.S., France and Germany. Exports for 1999 are estimated to be slightly higher at 100,000 mt, valued at approximately \$375 million,(figures are subject to revision). Imports for 1998 and 1999 are estimated to be 17,500 mt and 15,500 mt respectively. The United States accounts for about one-third of total imports.

Cigarette production in Greece exceeded 36,000 million pieces in 1999 and is not always in line with total consumption. Total supply shows a slight upward trend with production of local blends being supplemented by imported blended cigarettes. Import preferences are shifting toward imported blended cigarettes, which make up about one-quarter of the market. Greek cigarette companies have started promoting their products in foreign countries, particularly Eastern Europe. Exports have increased by 13% in a period of three years.

Data in the PS&D tables is revised slightly beginning with 1998 based on recent official data for production and trade.

Production

General

Total tobacco production in 1999 is estimated to be 126,000 mt (dry weight basis), slightly below the EU quota of 126,469. Production forecasts for 2000 call for a slightly increased level of 126,450 mt. The GOG and the National Tobacco Board are trying to keep production within the EU quota while replacing less productive varieties with higher quality, more marketable strains (such as Basma, Katerini, K. Koulak, and Flue-Cured). Flue cured tobacco production in 1999 of 30,650 mt, was marginally higher than in 1998 due to better yields. Burley production showed a slight reduction to 12,300 mt from last year due to low yields. Strong enforcement of EU regulations on quotas and premiums stabilized production within the guaranteed thresholds.

Oriental production for 1999 was 83,050 mt compared to 84,100 MT a year earlier due to lower yields, still within the 1999 EU quota of 83,360 mt. Some Oriental production has shifted from the less desirable varieties of Tsebelia K. K. non Classic and Mavra to the more easily marketed varieties of Basma and Kaba Koulak. However, production is still below the EU quota for these two varieties. Oriental tobacco is the most commonly produced tobacco in Greece, accounting for 78% of all acreage planted to tobacco and with an estimated 56,018 out of 64,323 total tobacco farmers producing this type of tobacco. However, the number of farmers producing traditional Oriental varieties is declining as some farmers retire and others move to more productive and marketable varieties of Oriental/Flue cured tobacco.

Greek Tobacco Quotas

1999 tobacco production quotas, by variety, are as follows:

QUOTAS FOR 1999 CROPS								
Variety	Number of Growers	Quantity Tons	Guarantee Thresholds					
VI Basma	24.812	26.049	26.100					
VII Katerini	7.960	17.431						
S 79	2.934	4.813						
Total	10.894	22.244	22.250					
VIII K. Koulak Classic	4.247	7.728						
Elassona	3.289	7.538						
Myr. Agrinion	3.350	5.008						
Total	10.886	20.274	19.550					
V Tsebelia	6.848	10.756						
Mavra	1.944	4.037						
Total	9.426	15.686	15.700					
II Burley	2.301	12.399	12.400					
I Virginia	6.004	30.711	30.700					
Total	64.323	126.470	126.700					
(Source: National Tobacco	(Source: National Tobacco Board)							

Crop Area

The National Tobacco Board, the Ministry of Agriculture, and the Hellenic Tobacco Merchants Federation all confirm that there is a gradual reduction in crop area, particularly of Oriental varieties. This reduction (67,230 ha in 1988 to an estimated 67,200 ha in 1999) is due to the implementation of the CAP reform which has reduced production quotas for each variety and has encouraged the abandonment of non marketable varieties. Planted area for Flue cured tobacco has stabilized at 11,000 ha. Over the last several years, this variety has replaced some of the less marketable Oriental varieties.

Planted area for Burley tobacco in 1998 and 1999 was down to EU quota levels. Acreage is expected to stabilize at around 3,600 ha by year 2000.

Inputs

The average price of inputs for the Greek farming sector increased 17% (weighted average), between 1998 and 1999. The largest increases were for fertilizers, fuel, equipment and machinery. Increases were also seen in maintenance and repair costs of machinery, mainly due to increased costs of materials and labor. Cooperatives and individual tobacco farmers may borrow money from the Agricultural Bank of Greece to purchase their inputs at interest rates of 11% to 12%. This rate is lower 1-2% lower than those charged by commercial banks.

Yields

Heavy rains in early spring caused some farmers to have to replant their seedlings for the 1999 crop. Some transplanting from seed beds to fields continued through early May, but this delay only slightly affected yields. The same problem is reported for the 2000 planting season, due to heavy rains in most parts of the country.

Crop Quality

Crop quality for 1998 and 1999 was considered good and all amounts are considered marketable. A campaign is under way to reduce the use of chemicals on the tobacco crop to further increase quality.

Production Policy

There are no significant policy changes since last year. However, two developments at the EU level in 1999 may affect the Greek tobacco industry in the coming year. One is the EU Commission's proposal for production of only light and mild cigarettes within the EU (this proposal has not been accepted by all EU members). Secondly, beginning in 1999, farmer's are now able to sell their individual quota to the EU with the national quota reduced accordingly, or they can sell them to other farmers who can continue to grow tobacco under certain conditions. Quota selling prices were set by the Commission according to variety.

	Area (Ha.)					Produ	ction (MT)	
Product	1997	1998	1999	2000	1997	1998	1999	2000
Flue-Cured	11,000	11,000	11,000	19,0000	34,500	30,500	30,650	30,600
Burley	3,650	3,650	3,650	3,650	12,500	12,400	12,300	12,350
Oriental	52,600	52,580	52,550	52,570	80,900	84,100	83,050	63,500
Dark Air/Sun- Cured								
Light Air-Cured								
Dark Air-Cured, Cigar								
Dark Fire-Cured								
Total	67,250	67,230	67,200	67,220	129,550	128,000	126,000	126,450

Production Table

Prices

Prices paid to farmers in 1999 were much lower from those paid in 1998. Price levels for each variety are formulated according to quality and the farmers complained that traders and/or manufacturers used this criterion to unfairly reduce the prices to be paid. However, it is more likely that the lower prices were due to the tobacco manufacturers having sufficient stocks in their warehouses and international prices being lower due to a relatively large world supply. In most cases, the farmers finally agreed to sell their tobacco at the lower prices but they asked the National tobacco board to intervene and inspect the way in which the quality evaluation system is being applied. Oriental varieties of tobacco seemed to be affected more by the price issue than Flue cured and Burley varieties.

VARIETY	1999 CROP PREMIUM (Drs/kg)		
	Until 12.31.99	From 1.1.00	
Basma	1,342.7	1,364.0	
Katerini	1,139.3	1,157.4	
K. Koulak Classic, Elassona & Myr. Agrinion	814.1	827.0	
Tsebelia, Mavra & K. Koulak non Classic	775.2	787.5	
Burley	775.2	787.5	
Virginia	969.1	984.6	

The amount of the premium per variety is presented in the following table:

1 Euro = 330.30

Flue Cured - According to the National Tobacco Board (NTB), 100% of the 1999 Flue-cured crop was sold by farmers to merchants by the end of April 2000. The actual prices paid to farmers in MY 1999-2000 were 70-260 Drs/kg (\$0.23-0.85) not including the premiums.

Burley - Tobacco prices paid to growers were between 120-150 Drs/kg (\$ 0.39-0.49), not including the premium. Farmers received the purchase price + the premium + 10% specific aid over the premium for all types of tobacco for which a premium were set by the commission.

Oriental - Tobacco prices for each of the Oriental varieties (1999 crop) were as follows: (no premium included)

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Variety	Drs/kg paid to w farmers	US\$
Basma	1,300-600	4.25-1.96
Katerini	850-100	2.77-0.33
S-79	310-100	1.01-0.33
K.K. Classic	325-100	1.06-0.33
Elassona	350-100	1.14-0.33
Tsebelia	350-70	1.14-0.23
Mavra	890-810	2.90-2.64

w Exchange RATE 1999 \$1=305.85 Drachmas

Consumption

Consumption for 1998 and 1999 is estimated at approximately 43,000 MT annually, depending on the manufacturers' needs (for 1999, Oriental - 21,000 mt, Flue cured - 14,300 mt, and Burley - 7,600 mt). Traders buy 95% of the crop, while 5% is purchased by cigarette manufacturers directly. Most of the 1999 crop was sold by the end of April, 2000. The tobacco utilized is mainly Flue-cured and Burley to meet the increasing demand for blended cigarettes which are gradually replacing cigarettes made primarily from Oriental tobacco. Imports of blended tobacco have also stabilized at approximately 11,000 annually. The Greek cigarette industry buys leaf tobacco from both the domestic (farmers and traders) and international markets. Imported tobacco enters the country from various origins (mainly from Europe) in ready-made blends. Out of the total amount of domestic tobacco used in cigarette manufacturing, approximately 6% is in non leaf form (wastes). Some tobacco wastes (stems, chips, leaf fragments etc)are exported at a low price (\$0.44/kg) mainly to neighboring Balkan countries. In CY 1998 5,520 MT of this kind of tobacco were sold to these countries (figure is included in trade matrix below).

Trade

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The most recent export statistics available are for 1998 and from the Tobacco Merchants Federation, the National Tobacco Board and the National Statistical Service. Figures for 1999 and preliminary for 2000 as appear in PS&DS are AgOffice estimates based on trade contacts.

Exports for calender year 1998 totaled 98,328 mt, valued at \$334 million. Most of the exports were destined for the U.S., EU and Russia. Imports for the same period are estimated to be 17,500 mt made up of leaf tobacco and some strips for a total value of \$104 million. Preliminary export estimates for 1999 are 100,000 mt. Exports for 1998 and 1999 are down because of a parallel reduction in total supply resulting from the decreased amount of stocks combined with a stable domestic consumption. Large international supplies, at competitive prices, have also have affected trade.

Greece produces 36% of the tobacco consumed by the European Union compared to 38% for Italy, its main competitor. Greek farming organizations keep complaining that the new CAP policies for tobacco are unfair in that they impose quotas which limit European growers, while the EU must still import 530,000 MT of leaf tobacco from third countries each year. The average export price for Oriental tobacco in 1998 was at \$4.20/kg, \$2.40/kg for Burley and \$2.60/kg for Flue cured.

Consumption of blended cigarettes is on the rise in Greece. This is reflected in total tobacco purchased by local manufacturing firms in the last five years. Imported tobacco leaf in 1999 was approximately 17,500 MT, mostly Virginia Flue cured, some Burley and other types not domestically produced. Imports of Flue-cured tobacco in 1999 are estimated at 4,300 mt, of which 3,500 mt are of U.S. origin. Most of the imported U.S. Flue-cured tobacco comes through the Netherlands and West Germany. Greece does not import much Oriental tobacco (some amounts enter the country in the form of various blends and tobacco products).

North African (mainly Egypt, Algeria and Tunisia) and OECD countries are becoming very important markets for Greece. East African countries are also important customers for Greek exports even though they are not considered very stable markets. The search for new and stable customers for Greek tobacco is a major export policy goal. Poland, Serbia & Montenegro, Slovenia, Hungary , FYROM and the Czech Republic are growing markets for Greek tobacco particularly for Oriental varieties. Export prices to Eastern Europe fluctuate between \$1.65 - \$3.00/kg.

Stocks

Ending stocks for 1998 and onward are based on reports by the National Tobacco Board by category to account for disposal of old, damage, or otherwise unusable, tobacco during the 1995/96 time period. Stocks are often held for several years, depending on domestic demand. Periodically, the unusable tobacco is disposed of and PS&Ds are adjusted accordingly.

Because of the stricter quota system, the improved quality, and stable demand, there have been no reported purchases of tobacco by DIDAGEP (the EU intervention agency in Greece). This agency intervenes to purchase excess tobacco after the end of the marketing period, which is set by the Commission to be the 15th of May. Most available stocks are in the hands of manufacturers and cooperative organizations.

Policy

The GOG's policy goal is to stabilize tobacco area and output to come within the EU CAP quota. Total production for 1997, 1998 and 1999 was close to the EU quota levels

Since 1995, premiums are separated from the final price and are paid directly to farmers. In general, farmers and Cooperative Unions are satisfied with this program.

The EU pays farmers only when contracts are signed between merchants-processors and the producers. In 1998 and 1999, 97% of Greek farmers signed contracts and Greece received \$500 million in premiums annually. Only a few farmers deliberately produce tobacco in excess of their quota in an attempt to increase their incomes. These farmers are not eligible for the premium. Base premiums for the 1999 and 2000 deliveries are given in the table above (1999 crop sales).

Greece's quota for 1999 changed slightly from 1998 (126,580 MT for 1998 and 126,470 for 1999). No further changes in policy are reported since last year's annual report.

Quality, Safety & Health

Tobacco farming organizations and Cooperative unions in Macedonia and Thrace are campaigning against the acceptance by the Greek Ministry of Health of the new EU measures against cigarette advertisements in Europe. In addition, the EU commission's proposal that only light cigarette production be allowed in the EU was strongly criticized and opposed by all EU members states. The Commission has also proposed a reduction of tar content to 10 mg, and nicotine to 1 mg and 10 mg for carbon monoxide. Greek and European cigarette manufacturers have considered these measures as stiff and exaggerated .

Marketing

The National Tobacco Board is the only national organization involved in promoting Greek tobacco abroad. However, it does very little and most activities are handled by private traders through their Tobacco Merchants Federation.

Cigarettes

Production

General

Cigarette production and export needs in Greece are showing an upward trend in line with a 2% increase in total consumption since 1997. Greek cigarette production for 1999 was close to 30,150 million pieces. Approximately 25% of the cigarettes in Greece are imported.

About 64% of the cigarettes consumed in Greece are locally produced and 34% imported. For 1999, the total consumption amounted to 30,150 million pieces which reflects a small trend upward. For the past four years, market shares of brands have stabilized. There is also a stabilization of the market share of Greek brands at around 40%, with an increase of the Greek blended cigarettes' market share at the expense of the traditional Greek brands (non filter, 100% of domestic tobacco content). The Greek and foreign blended brands produced in Greece by licence, increased their market share to 50% in 1999.

In 1999, domestic cigarette production by the 5 domestic companies amounted to 36.500 million pieces, of which 19,400 were taxed and consumed in Greece and 16.500 million pieces were exported. There are no further changes in cigarettes industry since the last report (GR9009)

1998	\$ 1.00 = 294.30 Drachmas
1999	\$ 1.00 = 305.85 Drachmas
2000 Jan - April	\$1.00 = 340.51 Drachmas

Tobacco Unmufg., Total PS&D Table

PSD Table						
Country	Greece					
Commodity	Tobacco, Un	mfg., Total			(HA)(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		01/1998		01/1999		01/2000
Area Planted	67100	67230	67000	67200	0	67220
Beginning Stocks	4277	4277	8798	7549	6498	6149
Farm Sales Weight Prod	132200	132200	130500	129700	0	129900
Dry Weight Production	124000	127000	126000	126000	0	126450
U.S. Leaf Imports	6000	6000	5500	5000	0	5000
Other Foreign Imports	11500	11500	11000	10500	0	10500
TOTAL Imports	17500	17500	16500	15500	0	15500
TOTAL SUPPLY	145777	148777	151298	149049	6498	148099
Exports	97179	98328	100000	100000	0	100600
Dom. Leaf Consumption	32000	33800	35000	33800	0	34000
U.S. Leaf Dom. Consum.	4800	5500	5800	5500	0	5000
Other Foreign Consump.	3000	3600	4000	3600	0	3600
TOTAL Dom. Consumption	39800	42900	44800	42900	0	42600
TOTAL Disappearance	136979	141228	144800	142900	0	143200
Ending Stocks	8798	7549	6498	6149	0	4899
TOTAL DISTRIBUTION	145777	148777	151298	149049	0	148099

Tobacco Unmfg., Total Export Trade Matrix

Export Trade Matrix			
Country	Greece		
Commodity	Tobacco,		
5	Unmfg.,		
	Total		
Time period		Units:	
Exports for:	1997		1998
U.S.	9477	U.S.	8334
Others		Others	
>EU Total	43457	>EU Total	30762
Germany	10206	Germany	9350
France	5073	France	4440
Italy	9250	Italy	3341
U.K.	4500	U.K.	3238
Other EU	14428	Other EU	10393
Rusia	11385	Rusia	10451
Algeria	3419	Algeria	5420
Total for Others	58261		46633
Others not Listed	34880		43361
Grand Total	102618		98328

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Tobacco Unmufg., Total Import Trade Matrix

Import Trade Matrix			
Country	Greece		
Commodity	Tobacco,		
	Unmfg.,		
	Total		
Time period		Units:	
Imports for:	1997		1998
U.S.	294	U.S.	315
Others		Others	
>EU Total	5871	>EU Total	6250
Netherlands	3020	Netherlands	3260
Germany	1220	Germany	1320
France	605	France	655
Other EU	1026	Other EU	1015
Turkey	1775	Turkey	1900
Brazil	1438	Brazil	1580
Malawi	1561	Malawi	1700
Others	5261	Others	5755
Total for Others	15906		17185
Others not Listed			
Grand Total	16200		17500

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Tobacco, Unmfg., Flue Curred PS&D Table

PSD Table						
Country	Greece					
Commodity	Tobacco,U nmfg.,Flue Cured				(HA)(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		01/1998		01/1999		01/2000
Area Planted	11000	11000	11000	11000	0	11000
Beginning Stocks	9574	9574	9774	11260	8974	11610
Farm Sales Weight Prod	33000	33000	32500	32000	0	32000
Dry Weight Production	30500	30500	30000	30650	0	30600
U.S. Leaf Imports	4500	4500	4000	4000	0	3500
Other Foreign Imports	1500	1500	1000	1000	0	800
TOTAL Imports	6000	6000	5000	5000	0	4300
TOTAL SUPPLY	46074	46074	44774	46910	8974	46510
Exports	22000	20514	21500	21000	0	22000
Dom. Leaf Consumption	7800	7800	7800	7800	0	8000
U.S. Leaf Dom. Consum.	4500	4500	4500	4500	0	4000
Other Foreign Consump.	2000	2000	2000	2000	0	1800
TOTAL Dom. Consumption	14300	14300	14300	14300	0	13800
TOTAL Disappearance	36300	34814	35800	35300	0	35800
Ending Stocks	9774	11260	8974	11610	0	10710
TOTAL DISTRIBUTION	46074	46074	44774	46910	0	46510

Tobacco, Unmfg., Burley PS&D Table

PSD Table						
Country	Greece					
Commodity	Tobacco, Unmfg., Burley				(HA)(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		01/1998		01/1999		01/2000
Area Planted	3650	3650	3650	3650	0	3650
Beginning Stocks	2708	2708	2900	2095	2700	2295
Farm Sales Weight Prod	14200	14200	14200	14000	0	14100
Dry Weight Production	12400	12400	12500	12300	0	12350
U.S. Leaf Imports	1500	1500	1500	1500	0	1500
Other Foreign Imports	3000	3000	3000	3000	0	3000
TOTAL Imports	4500	4500	4500	4500	0	4500
TOTAL SUPPLY	19608	19608	19900	18895	2700	19145
Exports	7008	9913	7200	9000	0	9200
Dom. Leaf Consumption	7500	6000	7500	6000	0	6000
U.S. Leaf Dom. Consum.	1200	1000	1300	1000	0	1000
Other Foreign Consump.	1000	600	1200	600	0	800
TOTAL Dom. Consumption	9700	7600	10000	7600	0	7800
TOTAL Disappearance	16708	17513	17200	16600	0	17000
Ending Stocks	2900	2095	2700	2295	0	2145
TOTAL DISTRIBUTION	19608	19608	19900	18895	0	19145

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Tobacco Unmfg., Oriental P&D Table

PSD Table						
Country	Greece					
Commodity	Tobacco, Unmfg., Oriental				(HA)(MT)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		01/1998		01/1999		01/2000
Area Planted	52580	52580	52550	52550	0	52570
Beginning Stocks	4495	4495	5595	6694	4095	5244
Farm Sales Weight Prod	85000	85000	83800	83700	0	63800
Dry Weight Production	84100	84100	83500	83050	0	83500
U.S. Leaf Imports	0	0	0	0	0	0
Other Foreign Imports	7000	7000	7000	6500	0	6700
TOTAL Imports	7000	7000	7000	6500	0	6700
TOTAL SUPPLY	95595	95595	96095	96244	4095	95444
Exports	69000	67901	70000	70000	0	69400
Dom. Leaf Consumption	20000	20000	21000	20000	0	20000
U.S. Leaf Dom. Consum.	0	0	0	0	0	0
Other Foreign Consump.	1000	1000	1000	1000	0	1000
TOTAL Dom. Consumption	21000	21000	22000	21000	0	21000
TOTAL Disappearance	90000	88901	92000	91000	0	90400
Ending Stocks	5595	6694	4095	5244	0	5044
TOTAL DISTRIBUTION	95595	95595	96095	96244	0	95444

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Tobacco, Mfg., Cigarettes PS&D Table

PSD Table						
Country	Greece					
Commodity	Tobacco, Mfg., Cigarettes				(MIL PCS)	
	Revised	1998	Preliminary	1999	Forecast	2000
	Old	New	Old	New	Old	New
Market Year Begin		01/1998		01/1999		01/2000
Filter Production	35600	35600	36000	36000	0	36200
Non-Filter Production	300	300	350	350	0	300
TOTAL Production	35900	35900	36350	36350	0	36500
Imports	10600	10600	10300	10300	0	11000
TOTAL SUPPLY	46500	46500	46650	46650	0	47500
Exports	16500	16500	16500	16500	0	17000
Domestic Consumption	30000	30000	30150	30150	0	30500
TOTAL DISTRIBUTION	46500	46500	46650	46650	0	47500

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Tobacco, Mfg., Cigarettes Import Trade Matrix

Import Trade Matrix			
Country	Greece		
Commodity	Tobacco, Mfg., Cigarettes		
Time period		Units:	
Imports for:	1997		1998
U.S.		U.S.	
Others		Others	
>EU Total	11032	>EU Total	11250
Netherlands	5218	Netherlands	5320
Germany	4208	Germany	4300
Other EU	1606	Other EU	1630
Bulgaria	55	Bulgaria	62
Cyprus	35	Cyprus	43
Total for Others	11122		11355
Others not Listed	59		70
Grand Total	11181		11425

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Tobacco, Mfg., Cigarettes Export Trade Matrix

Export Trade Matrix			
Country	Greece		
Commodity	Tobacco,		
	Mfg., Cigarettes		
Time period		Units:	
Exports for:	1997		1998
U.S.	22	U.S.	25
Others		Others	
EU Total	1860	EU Total	2050
Ukraine	6289	Ukraine	7000
Turkey	2907	Turkey	3100
Serbia	1597	Serbia	1700
Cyprus	1197	Cyprus	1350
Total for Others	13850		15200
Others not Listed	6355		6900
Grand Total	20227		22125

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