

TRANSCRIPT: Authentic Leaf

VISION

AUDIO/ INTERVIEW/ VO

FARM CUTAWAYS

INTERVIEW/ CUTAWAYS

BRIAN FLEMING 00.32

The partnership between the leaf extension technician and the farmer is absolutely critical for success.

For over 100 years now, we've been working with farmers providing technology and good agricultural practice to them. 00.39

One of the things that makes BAT very different is that contact through our leaf technicians which are on the ground advising farmers, is something which is very powerful, and it's in the best interest of the farmer, the community, the environment, and of course ourselves, as British American Tobacco as well 00.47

And I've been very lucky to visit the vast majority of places that we grow tobacco out there in the world. 01.06

There's one thing that brings it home for me, what you will see there is our leaf technicians working in partnership with farmers. 01.12

The passion and commitment to make sure that relationship works effectively is something that comes over and has been very much a part of the company's DNA.

And this I think sets us out in terms of our position in the industry

FARM CUTAWAYS