



### Annual Report

July 1, 2023 – June 30, 2024

#### MISSION

To plan and conduct campaigns of sales promotion, advertising, publicity, research, and education for the purpose of increasing the demand for and consumption of Virginia flue-cured tobacco.

#### COMPOSITION OF THE BOARD

The Virginia Tobacco Board is composed of nine tobacco producers who are appointed by the Governor. The Governor is guided in his appointments by recommendations of organizations that represent flue-cured tobacco producers. The members represent legislatively defined flue-cured tobacco producing areas in Virginia.

#### FUNDING

Program funding is derived from an excise tax that is paid by all flue-cured tobacco producers. The excise tax levy is 40 cents per hundred pounds of tobacco sold. This tax is collected by company receiving stations at the time tobacco is sold by producers, remitting payment to the board, which is responsible for ensuring that the tax has been properly collected and remitted.

#### BOARD PROGRAMS

##### I. Market Development and Promotion

The Virginia Tobacco Board, by contractual agreement, provided Tobacco Associates, Inc. with \$46,000 to be used in various market development and promotional projects. Tobacco Associates, Inc. is the U.S. Tobacco producers' promotional organization whose main objective is to promote U.S. flue-cured tobacco throughout the world. Tobacco Associates, Inc. is funded through producer assessments in all flue-cured tobacco producing states, in Virginia's case, by virtue

