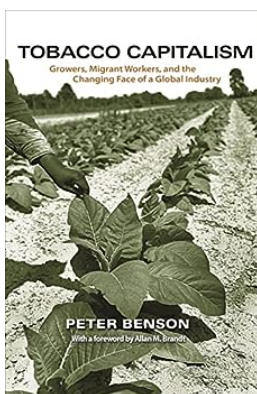


# Growers, Migrant Workers, and the Changing Face of the Global Industry

When we think of the global industry, we often envision shiny factories, advanced technology, and multinational conglomerates. However, beneath this façade lies a lesser-known reality – the crucial role played by growers and migrant workers in shaping and sustaining this global powerhouse.

At the heart of the global industry are growers – those individuals and organizations that cultivate and produce goods ranging from fruits and vegetables to raw materials for various sectors. In recent years, the demand for these products has skyrocketed as countries strive for economic growth and consumers seek out diverse, high-quality goods.

But who are the growers, and how do they contribute to this ever-evolving industry? More importantly, what role do migrant workers play in this process of growth and transformation?



## Tobacco Capitalism: Growers, Migrant Workers, and the Changing Face of a Global Industry

by Peter Benson (Kindle Edition)

★★★★☆ 4.1 out of 5

Language : English

File size : 5959 KB

Text-to-Speech : Enabled

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 344 pages

Screen Reader : Supported



## **The Growers - Unsung Heroes of the Global Industry**

Growers, also known as farmers or cultivators, are the backbone of the global industry. With their expertise in agriculture and horticulture, they bring forth the bounties of the earth and bridge the gap between nature and consumers.

Across the globe, dedicated growers work tirelessly through various challenges to ensure the production, quality, and sustainability of their products. They need to constantly adapt to changing weather patterns, market demands, and regulations, all while juggling limited resources and maintaining ethical practices.

From small-scale family-run farms to large corporate entities, growers represent a diverse group that contributes immensely to the global supply chain. Their dedication and expertise enable the industry to function smoothly, providing the necessary raw materials for various sectors such as food and beverage, textiles, pharmaceuticals, and construction, among others.

## **Migrant Workers - The Lifeblood of the Global Industry**

While growers play a pivotal role in the industry, they often require additional support to meet the growing demands. This is where migrant workers step in.

Migrant workers, often hailing from different countries and regions, leave their homes and families behind in search of employment opportunities provided by growers. They form an essential workforce that ensures the productivity and efficiency of farms and plantations worldwide.

These individuals bring with them a wealth of knowledge and skills, gained from their experiences in agriculture and farming practices around the world. They

contribute not only through manual labor but also by sharing insights and techniques that promote better crop yield, improve sustainability, and enhance production practices.

Moreover, migrant workers inject diversity into the industry, fostering cross-cultural exchanges and promoting mutual understanding among nations. The industry benefits not only from their hard work but also from the cultural richness they bring along, further shaping and diversifying the global market.

## **The Changing Face of the Global Industry**

In recent years, the global industry has undergone significant transformations. These shifts are inherently linked to the presence and contribution of growers and migrant workers.

Firstly, the industry has become more sustainable and environmentally conscious. Growers have started embracing advanced farming techniques, focused on reducing waste, optimizing water usage, and minimizing the use of harmful chemicals. By doing so, they contribute towards a greener and more sustainable future for the global industry.

Secondly, globalization has brought about new market opportunities and challenges. Growers are now faced with the need to adapt their products to meet international standards and cater to diverse consumer preferences. Migrant workers play a crucial role in this adaptation, helping growers navigate cultural and technological barriers while ensuring their products gain recognition in the global marketplace.

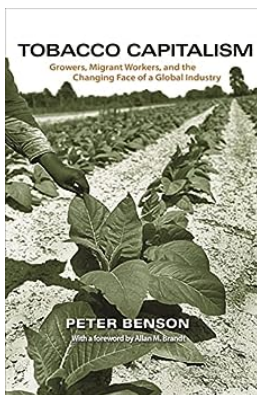
Furthermore, growers and migrant workers have become key players in ensuring the industry's social responsibility. With growing concerns about fair trade practices, workers' rights, and equal opportunities, their contribution gains even

more significance. By ensuring fair wages, safe working conditions, and ethical practices, growers and migrant workers shape a more responsible and inclusive global industry.

## In

The global industry thrives on the efforts of growers and migrant workers. They form an indispensable duo that sustains and propels the industry forward. The diverse expertise, hard work, and cultural exchanges they bring drive innovation, contribute to sustainability, and shape a more responsible and inclusive global marketplace.

It is crucial for consumers, policymakers, and industry stakeholders to recognize and appreciate the vital role played by growers and migrant workers. By supporting and advocating for their rights and well-being, we can ensure a future where the global industry continues to flourish while staying true to its ethical and sustainable principles.



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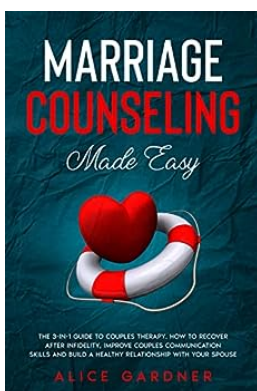
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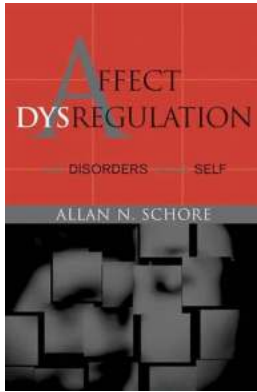
Tobacco Capitalism tells the story of the people who live and work on U.S. tobacco farms at a time when the global tobacco industry is undergoing profound changes. Against the backdrop of the antitobacco movement, the globalization and industrialization of agriculture, and intense debates over immigration, Peter Benson draws on years of field research to examine the moral and financial struggles of growers, the difficult conditions that affect Mexican migrant workers, and the complex politics of citizenship and economic decline in communities dependent on this most harmful commodity.

Benson tracks the development of tobacco farming since the plantation slavery period and the formation of a powerful tobacco industry presence in North Carolina. In recent decades, tobacco companies that sent farms into crisis by aggressively switching to cheaper foreign leaf have coached growers to blame the state, public health, and aggrieved racial minorities for financial hardship and feelings of vilification. Economic globalization has exacerbated social and racial tensions in North Carolina, but the corporations that benefit have rarely been considered a key cause of harm and instability, and have now adopted social-responsibility platforms to elide liability for smoking disease. Parsing the nuances of history, power, and politics in rural America, Benson explores the cultural and ethical ambiguities of tobacco farming and offers concrete recommendations for the tobacco-control movement in the United States and worldwide.



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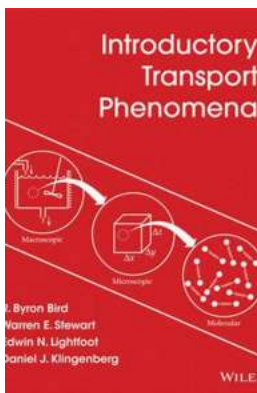
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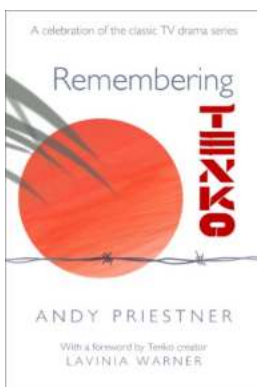
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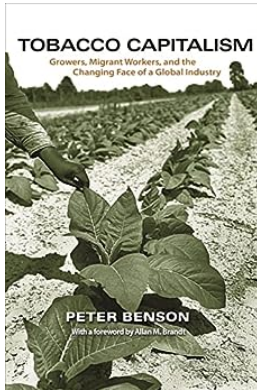
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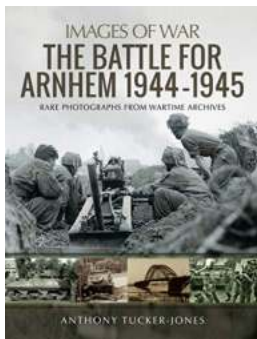
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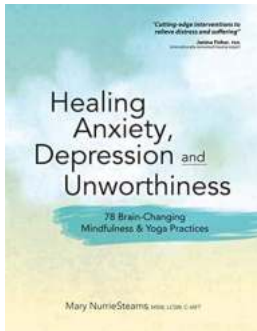
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