

# '75 Tobacco Use Seen Equaling '74

U. S. tobacco use in the current marketing year may about match the 2.1 billion pounds of last season, exceeding the 1974 crop of 2 billion. This will mean a further small reduction in

carryover from the 2.95 billion pounds at the start of the 1974-75 marketing year. U.S. growers' marketing quotas will total more next season, so larger crops can be projected. If they are not

realized, however, manufacturers and exporters will need to turn increasingly to alternative supplies in the years ahead.

Domestic tobacco supplies for 1974-75 are down 3 percent from last season because of reduced beginning stocks. The crop is up 13 percent from last year. Output of both flue-cured and burley rose less than expected because of unfavorable weather.

Record-high flue-cured prices continued in the second half of the marketing season and auction prices averaged 19 percent higher for the season. Burley auction markets opened in late November and prices rose to record levels. With the burley crop below prospective use and loan stocks sold out, prices should hold firm throughout the

marketing season.

The continuing rise in cigarette output means domestic tobacco use in 1974-75 likely will total a little above last marketing year's level. Despite higher U.S. tobacco prices and smaller supplies, U.S. exports of unmanufactured tobacco are expected to remain near last season's total.

Again the 1974, U.S. cigarette manufacturers have increased cigarette unit sales. Cigarette inventories have been reduced but output is rising about 1 percent above 1973. Further gains in adult population and in per capita use should boost cigarette output in 1975 to another record. In contrast, cigar volume trails 1973's output and the downtrend may continue in 1975.

manufactured tobacco

gained during 1974. At approximately 650 million pounds (725 million pounds, farm-sales weight), they came close to setting a calendar year record. Increased utilization in many foreign countries has resulted in generally tight supplies and rising prices in world markets.

Total leaf exports for the 1975 calendar year will easily surpass the 548 million-pound average for 1964-73, and may remain near the high level of this year. Continuing U.N. sanctions on trade with Rhodesia are helping U.S. exports. Japan's purchases of U.S. leaf picked up again this year. Despite rising excise taxes, U.S. leaf use in West German held steady. But U.K. cigarette manufacturers took less.

At 2.85 billion pounds, the flue-cured tobacco supply for the 1974-75 marketing year (July-June) is 3 percent below last year despite growers selling 7 percent more. The combination of a smaller carryover and strong buyer demand boosted grower price averages to a record \$1.05 per pound. With use exceeding marketings, carryover in mid-1975 is expected to decline from the 1.6 billion pounds of a year earlier.

The 1975 national flue-cured marketing quota is up 15 percent from 1974. The effective quota (reflecting adjustments for the last season's marketings above

and below quota) is about 1.6 billion pounds, 18 percent higher than last year. The average support level goes up about 12 percent next season. Some inputs for the 1975 tobacco crop will remain in short supply and production costs will increase further.

A sharp price rise on burley tobacco auctions brought sales through December 12 to a record average of \$1.16 per pound, 24 cents above last year. About 85 percent of the crop will be sold in the pre-Christmas sales period.

Burley supply for 1974-75 is 1.64 billion pounds, about 3 percent below last season. Carryover on October 1 declined sharply due to the short crop last year. The 1974 burley crop is an estimated 572 million pounds, one-fourth above 1973's production.

Supplies of Maryland tobacco are about the same as last season, while supplies of several other kinds are lower. For fire-cured, dark air-cured, and cigar filler and binder, supplies are near the normal supply level as defined in quota legislation. Thus, USLA may have to consider increasing or terminating quotas on those kinds for the 1975 crops. Marketing quotas and acreage allotments for tobacco under price support will be announced by February 1.

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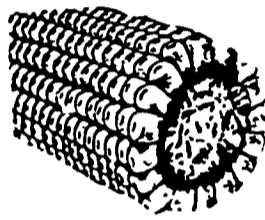
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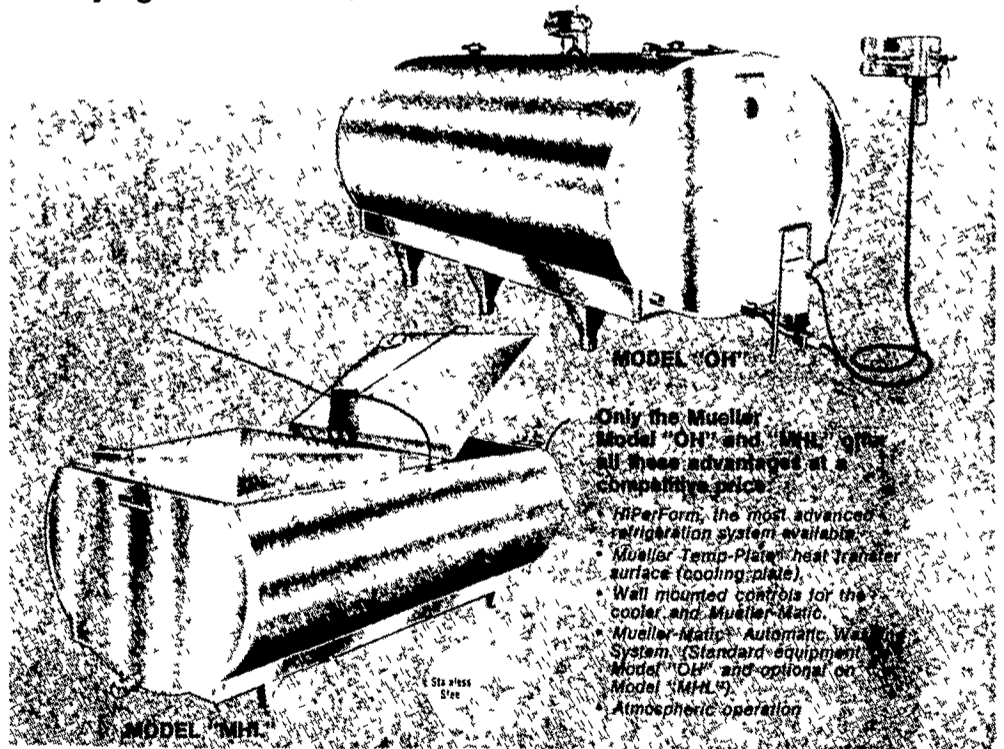
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