

Experts plan to secure GI tag for Virginia tobacco grown in old Mysuru region

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The move aims to help the tobacco gain access to the global market, fetch better prices and economically strengthen the farmers who depend on the crop.

Hunsur: Experts are exploring the possibility of obtaining a Geographical Indication (GI) tag for Virginia tobacco, a major commercial crop in Hunsur taluk of the old Mysuru region. They plan to name it Mysuru-style tobacco.



The move aims to help the tobacco gain access to the global market, fetch better prices and economically strengthen the farmers who depend on the crop. National Institute for Research on Commercial Agriculture scientist S Ramakrishnan said this.

"Tobacco cultivated in the old Mysuru region has lower quantities of nicotine, tar and carbon monoxide, which can cause cancer. Based on this, they are planning to seek the GI tag," said Ramakrishnan.

So far, 51 products from Karnataka have received GI tags.

The area under tobacco cultivation has reduced by over 50 per cent in the past five years. The Tobacco Board had permitted the state to produce 53 million kg of tobacco in 2026-27, compared with 90-100 million kg five years ago.

Raitha Sangha leader Hosur Kumar said farmers were not getting prices commensurate with the quality of their tobacco. The GI tag would economically strengthen farmers, he said.

"The Union Ministry of Commerce should consider the issue seriously," he said.

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