

# Current Development

## REDUCING TOBACCO GROWING IN TAIWAN AND GOVERNMENT INTERVENTION: CHALLENGES AND OPPORTUNITIES

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### ABSTRACT

*Under the influences of globalization and trade liberalization, the consumption of tobacco products is increasing around the globe bringing with it consequences for public health as well as other social, economic, and environmental problems. The first international public health treaty under the WHO, the FCTC includes various tobacco control measures to reduce supply and demand. The search for economically-viable alternatives to tobacco growing, among other factors, has been critical to a successful supply reduction policy. We begin with an analysis of the unique historical background and legacy of Taiwan's tobacco industry before providing an overview of the tobacco growing industry in Taiwan. We compare the domestic legal framework with that of the FCTC before finally discussing difficulties encountered during the history of policy enforcement as well as possible solutions in hope of contributing to the international study of alternative crops.*

**KEYWORDS:** *F.C.T.C., monopoly, alternative crop, tobacco industry, Framework Convention on Tobacco Control, tobacco grower*