

(English version)

**Question for written answer E-002038/26
to the Commission
Anna Zalewska (ECR)
(18 May 2026)**

Subject: Failure of the evaluation of the tobacco products directive to take into account impact on agriculture and rural areas

On 2 April 2026, the Commission published an evaluation of the tobacco products directive (TPD), which will serve as the basis of the planned revision of this legislation.

The report shows that the evaluation does not include an analysis of the impact of current rules on raw tobacco producers, employment in rural areas or the functioning of agricultural supply chains. This issue is particularly relevant in the case of Poland, where tobacco cultivation remains a significant sector, accounting for around 12% of tobacco production in the European Union and involving around 3 500 entities that provide employment for over 20 000 farmers.

This shortcoming raises doubts over the completeness of the evaluation carried out and its compliance with the better regulation principles, including the obligation to take into account economic, social and territorial impacts, with a particular focus on rural areas.

In light of the above:

1. Why has the Commission not considered the impact of the directive on raw tobacco producers, especially in Poland, in its evaluation?
2. How does the Commission justify this omission in the context of its better regulation principles, especially with regard to the territorial and rural impact?
3. Does the Commission intend to carry out a full impact assessment on agriculture and rural areas before proposing a revision of the directive?

Submitted: 18.5.2026

**Answer given by Mr Várhelyi on behalf of the European Commission
(9 July 2026)**

The evaluation of the Tobacco Products Directive 2014/40/EU and the Tobacco Advertising Directive 2003/33/EC ⁽¹⁾ was conducted in full compliance with the better regulation framework.

The consultation activities carried out in the context of the evaluation gathered contributions from a broad range of stakeholders, including economic operators and business associations.

All relevant feedback was carefully analysed and taken into account in assessing the extent to which the existing rules of the two Directives remain effective, efficient, relevant, coherent, and have EU added value.

On the basis of this evaluation, the Commission will carry out an impact assessment, in full compliance with the better regulation framework. In that context, the Commission has already started wide-ranging consultation activities to support possible future policy measures.

A call for evidence on the revision of the EU tobacco control rules was published on 18 May 2026 ⁽²⁾, and a public consultation was published on 22 May 2026 ⁽³⁾, providing all citizens and interested stakeholders with an opportunity to share their views.

⁽¹⁾ https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/13481-Evaluation-of-the-legislative-framework-for-tobacco-control_en.

⁽²⁾ https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/17612-Tobacco-products-and-tobacco-advertising-revision-of-EU-rules_en.

⁽³⁾ https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/17612-Tobacco-products-and-tobacco-advertising-revision-of-EU-rules/public-consultation_en.