

Press Coverage | September 1, 2026

Generational Tobacco Bans Face Growing Community Opposition

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[Agustin E. Rodriguez](#)

[Agustin Rodriguez](#), a partner in Troutman Pepper Locke's [Tobacco + Nicotine](#) industry group, was quoted in the September 1, 2026, *Convenience Store News* article, "[Generational Tobacco Bans Face Growing Community Opposition](#)."

"There's only one rational outcome and that is a flourishing black market," said Agustin Rodriguez, a partner specializing in tobacco at the national law firm of Troutman Pepper Locke.

Why NFG Policy Is Flawed

Enforcement difficulties: Verifying birth date and preventing illegal sales can be complex, especially in tourist-heavy areas. "It puts a heavy burden on retail environments, which already have high turnover; it's inviting error and displacing sales to online vendors and others that don't have the same kind of birth year restrictions on them," Rodriguez warned.

Impact on harm reduction: Generational bans that include vaping and nicotine alternatives may remove safer cessation options, potentially undermining public health goals. "What really concerns me the most is not the [generational bans] concentrated on combustible tobacco but rather, the rules covering oral nicotine and vaping products," noted Rodriguez. "They are falsely conflating all nicotine products in tobacco use."

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Troutman's Rodriguez is a bit more cautious. "I think statewide adoption is a real risk, but it's not real imminent," he stated. "The immediate risk is a patchwork of local bans. You might see state bills that stall in committee."

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