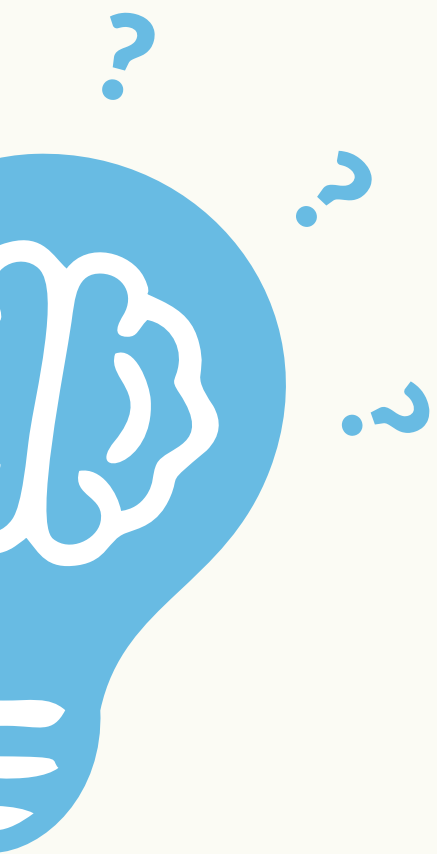
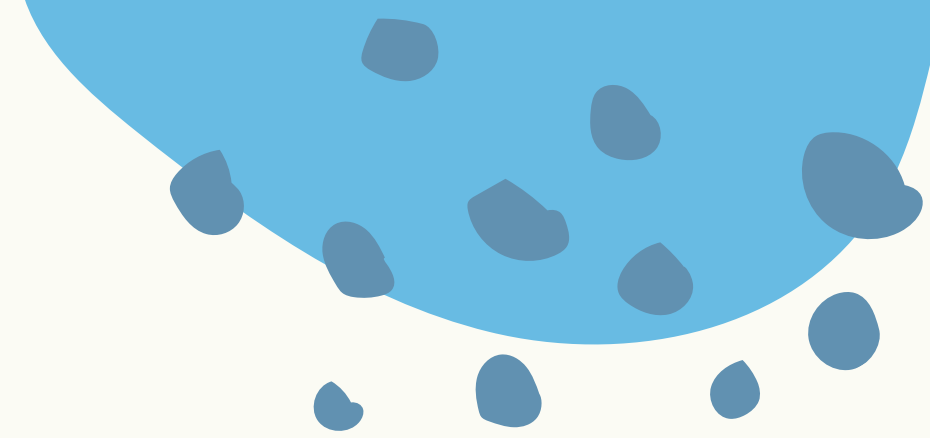
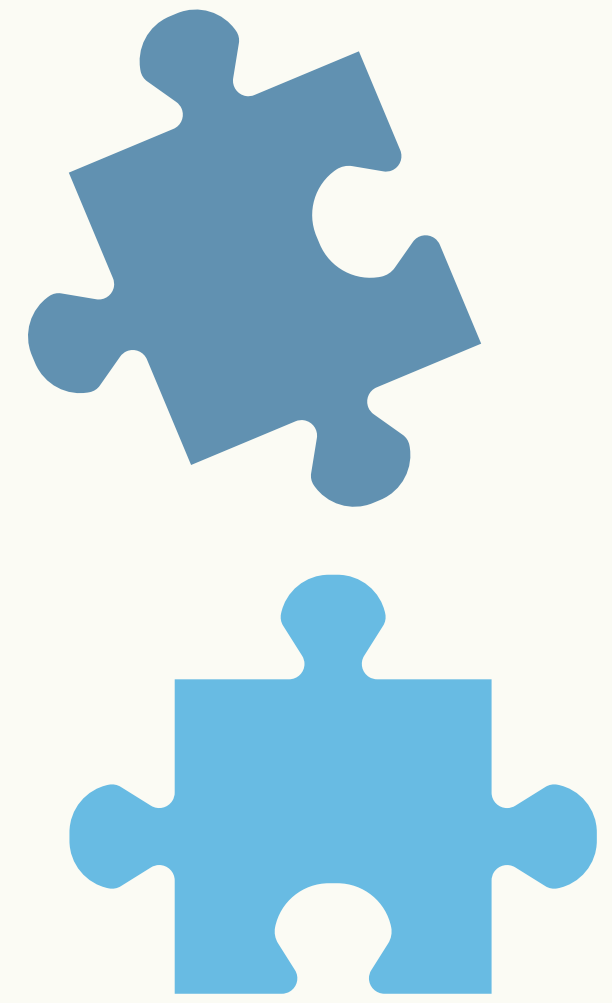




Farm sales in Sweden

Broad assessment





Introduction





On the swedish farm-sale proposal



The dangers embedded in farm sales



The TRIS-notification and key advocacy actions

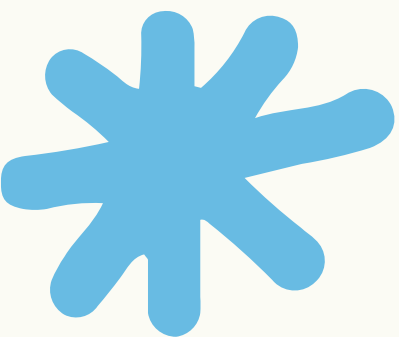


Engaging the wine-producing countries



Key lessons for future advocacy:

1. The power of broad alliances
2. Not using the industry's language
3. The need for sustained public awareness





Conclusion: Moving forward in defense of monopolies