
General Peat

Sweden

Activists – Politicians – The Future

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A new job – a challenge 😊

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- Kamikaze
- The face of failure

Why?

- Full support from the Board
- A promise that the major players will not back out

LATEST NEWS

- New footage reveals continued breeding of "monster foxes" on Finnish fur farms as EU debates industry future

- Catalonia takes step towards becoming first region in Spain to ban fur farming

SWEDEN SHUTS DOWN MINK FARMS: VICTORY FOR ANIMAL WELFARE, BUT A BAN IS STILL NEEDED

STOCKHOLM, 27 JANUARY 2025 – In a significant step for animal welfare, the Swedish government has followed through on its 2023 commitment to provide decommissioning aid to shut down mink fur farms. Last week the government **confirmed** that SEK 180 million will be allocated to former mink farms, with all farms expected to be emptied of animals by June. Swedish Fur Free Alliance member organisation Project 1882 welcomes this significant step toward the end of an unethical industry, but stresses the urgent need for a formal ban.

Since the Swedish government announced in autumn 2023 that it would provide decommissioning

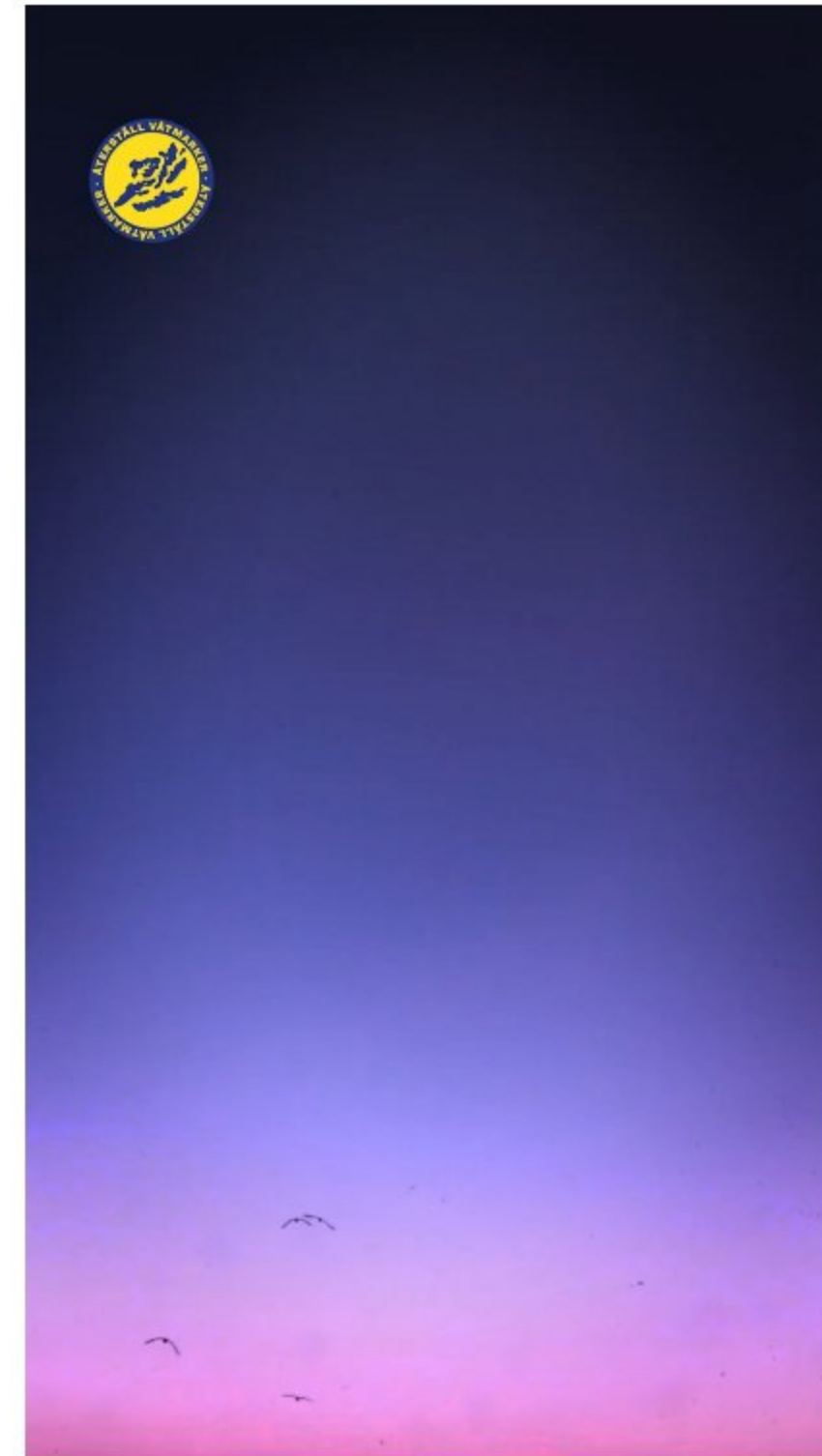
Saving peat is about saving Sweden

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General Peat

The Lie

The frame



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The Activists

1. Brand: Shift the focus, internet & one head.
2. The lie: Far-right, hates nature & plays the victim.
3. The image: Change the image and you change the decisions.

It's like playing squash: you have to hit the ball hard to make it bounce.

I go first and take the arrows; the rest follow.



Politics – NRR

- 1 Authorities: No new permits, no permit extensions.**
- 2 The environment and agriculture committee: It is unusual for an organisation to come here and threaten us.**
- 3 Government: No general ban – secure the raw material.**
- 4 Questions to the Commission: Swedish MEPs ask about import dependency and securing long-term production.**

The Future

- 1 Education: General Peat will continue playing squash.**
- 2 Politics: The market will continue to follow political decisions.**
- 3 The activists: Keep pushing them away from common sense.**
- 4 EU: How do we capture media attention?**

Suur aitäh!



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