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Do wine boycotts work?;  
WINES

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In the winter of 2002-03, public opinion in the US turned against France and its lack of support for the war in Iraq.

Fired by talk-show hosts, a boycott was mounted against French goods, including wine. It lasted six months.

Economists differ over its effectiveness. It was reported at the time that French wine sales in the US fell 26 per cent in the first three months. All up, the boycott is estimated to have cost French wine producers about \$112 million.

However, a report published in the Journal of Wine Economics, written by economists at the universities of Princeton and Cornell, suggests there was no effect. The authors argue that sales dipped because the boycott was during the quiet winter months (as opposed to the busy holiday period) and there was evidence that sales of French wine were in decline anyway.

Far more successful was the international boycott of French products, including wine, following the resumption of French nuclear testing in French Polynesia in 1995. The boycott, along with international protests, forced the French Government to stop testing after conducting six of eight tests.

Boycotting of South African wines during the period of apartheid (up to 1994) was just one of a number of economic sanctions imposed on the country. It helped topple the regime. -- JENI PORT