

Vasaloppet, AXA and Lantmännen – years of energy from Swedish oats

As thousands of skiers complete their journey from Sälen to Mora, Lantmännen and its AXA brand can look back on another successful Vasaloppet. AXA Sports Club is one of the race's partners and plays one of the most visible roles on the course. The oats that fueled participants along the way are grown by Swedish farmers.

"Vasaloppet is the very embodiment of the Swedish sporting spirit, and for us at Lantmännen Cerealia, being part of it is a matter of course. The oats in the porridge are grown by our Swedish farmers, creating a genuine and unique connection between wholesome Swedish ingredients and one of the most quintessentially Swedish sporting events we have," says Anna Ekelund, Portfolio and Brand Manager for Breakfast and Oats at Lantmännen Cerealia.

AXA Sports Club, founded by Lantmännen in 2004, has more than 24,000 members and offers free membership – lowering the barrier to entry for major races that require affiliation with an approved sports federation. During Vasaloppet's Winter Week 2026, AXA Sports Club was the largest club in the event, with over 2,500 registered participants.

Facts and more information

AXA Sports Club: AXA Sports Club was founded in 2004 by Lantmännen with the aim of inspiring an active lifestyle and building a community for recreational and competitive athletes. The club has more than 24,000 members and membership is free of charge.

The Vasaloppet partnership: AXA is an official partner of Vasaloppet. During Winter Week 2026, oat porridge was served primarily in Sälen and Oxberg.

2026 participants: More than 2,500 people were registered under AXA Sports Club during Vasaloppet's Winter Week 2026, across all races in the event.

About the oats: All oats used in AXA's products are sourced from Swedish farmers.

Notable athletes: Athletes who have competed for AXA Sports Club include Susanna Kallur, Jenny Kallur and cross-country skier Mathias Fredriksson.

About AXA Sports Club: Find out more at axasportsclub.se.

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About Lantmännen

About Lantmännen: Lantmännen is an agricultural cooperative and Northern Europe's leader in agriculture, bioenergy and food products. Owned by 17,000 Swedish farmers, Lantmännen has more than 10,000 employees, operations in over 20 countries

and an annual turnover of SEK 60 billion. With grain at the heart of the operations, Lantmännen refine arable land resources to make farming thrive. Some of Lantmännen's best-known food brands are AXA, Kungsörnen, Scan, GoGreen, FINN CRISP, Schulstad and Vaasan. The company is founded on the knowledge and values acquired through generations of farmers. By engaging in research, development and operations throughout the value chain, Lantmännen takes responsibility from field to fork.

For more information: www.lantmannen.com