

## Common Swedish agri data platform for increased profitability, sustainability and innovation

Digital development within agriculture is moving faster than ever and systems in farming enterprises are becoming more and more advanced. With the focus on farmers, Hushållningssällskapet, Lantmännen, LRF and Växa Sverige have reached a partnership agreement to create the Agri Data Platform (Lantbrukets Dataplattform); a common data platform designed to contribute to more profitable, innovative and sustainable farming enterprises.

Digital development within primary production is happening very fast, where vast volumes of data are being generated and the systems used in farming enterprises are becoming ever more advanced. Four Swedish key organizations within the agriculture sector – that represent a substantial proportion of Sweden's farmers – are therefore launching a national initiative. Hushållningssällskapet, Lantmännen, LRF and Växa Sverige have reached a partnership agreement on a data platform in Sweden for profitability, sustainability and innovation. The platform aims to develop the societally important food sector and to increase Swedish food production by strengthening farm level digital capabilities.

"The platform will contribute to making Swedish agriculture more profitable and sustainable. By enabling information from different data sources to be used, this can increase productivity on farms, while at the same time, the use of production means can be made more efficient," says Anna Karin Hatt, CEO of LRF.

### Common access to data increases innovativeness

Swedish farmers own their data and are in the driving seat when it comes to the common sector data platform, that will create opportunities to develop more advanced services and innovations for profitability and innovation at farm level. It also strengthens their position in the value chain.

Goals for the platform include:

- To contribute to the development of digital solutions for profitability and sustainability at farm level.
- To establish an attractive platform for the companies and organizations that want to boost the competitiveness of Swedish farmers via digital solutions.
- To create better opportunities for innovation via a platform that enables data driven Swedish research and development.
- To strengthen the farmers' understanding of their data ownership and give them better control over the data that are generated in their enterprise while at the same time stimulating data sharing.
- To contribute to farmers gaining their share of the value that is created via the sharing of farming data.
- To increase the robustness of the food value chain.
- To invite farming businesses and public and private sector parties to cooperate and contribute to digital development to increase innovation and productivity.

**More companies are invited to join the partnership** This is the starting point for a continued cooperation with the goal of a common platform that will need financing from both the public and private sectors. To reach these goals in a resource efficient and purposeful way, parties in the industry need to contribute and work together. As the direction of the platform becomes clearer, the aim is to involve additional partners in the form of companies, research bodies and public organizations, that wish to strengthen the digital capability of Swedish farmers via a partnership approach.

### For more information, please contact

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If you are interested in a future partnership around the platform, please send an e-mail to [lanbruksdata@lrf.se](mailto:lanbruksdata@lrf.se).

### About Hushållningssällskapet

Hushållningssällskapet consists of 15 Rural Economy and Agricultural Societies that act as a bridge between research and development and rural enterprises. The driving force is the challenges facing its client groups. Hushållningssällskapet runs land management colleges, trial farms, research programmes and offers advice and other business services that promote the development of farming, forestry and rural enterprises. Over 900 employees – advisers, consultants, project managers, researchers and field trial personnel, share a common vision of attractive rural areas with a growing enterprise sector. Hushållningssällskapet has around 25,000 members. [www.hushallningssallskapet.se](http://www.hushallningssallskapet.se).

### About Lantmännen

Lantmännen is an agricultural cooperative and Northern Europe's leader in agriculture, machinery, bioenergy and food products. Owned by 20,000 Swedish farmers, we have 10,000 employees, operations in over 20 countries and an annual turnover of SEK 50 billion. With grain at the heart of our operations, we refine arable land resources to make farming thrive. Some of our best-known food brands are AXA, Bonjour, Kungsörnen, GoGreen, Gooh, FINN CRISP, Schulstad and Vaasan. Our company is founded on the knowledge and values acquired through generations of farmers. With research, development and operations throughout the value chain, together we take responsibility from field to fork. For more information: [www.lantmannen.com](http://www.lantmannen.com)

### About LRF

The Federation of Swedish Farmers, LRF, is a stakeholder and enterprise organization for green enterprise with around 140,000 members. The majority of its members work in farming, forestry, gardening and rural environments. LRF is also an umbrella organization for agricultural cooperative enterprises, such as Arla and Lantmännen. LRF members manage around 70,000 enterprises, making the Federation the largest small enterprise organization in Sweden. The green enterprise sector as a whole, i.e. farming and forestry, gardening, fishing and aquaculture, plus food and forest industries, has total sales of SEK 143 billion, or 3.6 percent of Sweden's GNP. Source: SCB. [www.lrf.se](http://www.lrf.se)

#### **About Växa Sverige**

Växa Sverige is a member owned company with 6,259 members, the majority of whom are active in dairy and/or meat production. The company has a turnover of over SEK 400 million and operates out of 30 locations nationwide. With a vision of being "the innovative knowledge company that leads development towards sustainable food production". Växa Sverige advice and services reduce costs, optimise production and increase profitability of farming companies. Växa Sverige offers services within everything from insemination and relief personnel, to breeding and livestock preventative health advice plus enterprise and business development advice. Read more at [www.vxa.se](http://www.vxa.se)