

The government presented the Food Strategy 2.0 – expertise and analysis from Lantmännen on stage

At the end of March, Lantmännen commented on the Food Strategy 2.0 by welcoming its focus on strengthened competitiveness, increased production, gastronomy and exports, and improved preparedness. Lantmännen mentioned five key areas in particular: production, preparedness, food quality, climate adaptation, and research and innovation. The company also sees exports as crucial for both profitability and job creation.

When the government organized an event to present the Food Strategy 2.0, Patrik Myrelid, Head of Strategy at Lantmännen, spoke on stage to private and public sector players. The topic was a central topic in Lantmännen's commentary – food exports.

– Increased and developed exports require several things, where increased production is a given. For Swedish agriculture and the food industry to succeed in the long term, a strong export base is required, together with a strong position at home. Then the business community and the public sector must work closely together to succeed with exports. It is about the right export permits, the marketing of food from Sweden and support from ministers on delegation trips, says Patrik Myrelid.

Cooperation is a recurring part of the Food Strategy 2.0.

– The government proposes the establishment of a “Food Export Center” that will enable this in cooperation between large and small companies, industry organizations and authorities. It is essential that exports are matched by a company-wide research and innovation agenda according to the same cooperation model, says Patrik Myrelid.

– After a long process of working through the Food Strategy, it is essential to now put the measures into practice. We have good potential with our sustainable agriculture and innovative food companies. As Lantmännen, we want to contribute to the success of the export strategy, concludes Patrik Myrelid.

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About Lantmännen

Lantmännen is an agricultural cooperative and Northern Europe's leader in agriculture, machinery, bioenergy and food products. Owned by 17,000 Swedish farmers, Lantmännen has 12,000 employees, operations in over 20 countries and an annual turnover of SEK 70 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