

The book “The Story of Lantmännen” wins the Publishing Prize

The Publishing Prize is an annual competition that has, since 1990, recognised excellence in editorial and marketing communication. This year, Lantmännen’s book “The Story of Lantmännen” won gold in the Print – Non-fiction, Reportage and Narrative category.

The jury – consisting of editors, journalists, photographers, graphic designers, film producers, and UX designers – reviewed, assessed, and compared all entries. The motivation for the award read: “For creative layout, elegant typography, and skilled bookbinding.”

“The Story of Lantmännen” begins 120 years ago, in 1905, when the Swedish Farmers Supply and Crop Marketing Association was founded – the beginning of what is today known as Lantmännen. The book is based on extensive research in Lantmännen’s archives at the Centre for Business History, as well as valuable contributions from current and former employees and Lantmännen’s owners – Swedish farmers.

“Lantmännen has a rich and fascinating history that has shaped the company we know today. With this book, we want to make our story accessible to more people while highlighting Lantmännen’s importance as part of the development of Swedish agriculture and business through the years. We look forward to another hundred years of progress – continuing to create value from our fields and contributing to a vibrant agriculture for generations to come,” says Frida Tydén, Senior Vice President Group Communication & Marketing at Lantmännen.

Camilla Telander Pulliam, Senior Communications Manager at Lantmännen, has led the project.

“We’re thrilled to receive this award for ‘The Story of Lantmännen’, which has truly been a close collaboration between everyone involved to create an engaging and beautifully crafted book. It was important to us that the craftsmanship and pride represented by agriculture were reflected in the design and feel of the book. Through the open spine and stitching, readers can see Lantmännen’s green thread – symbolising not only what holds the book together but also what ties together our entire history,” says Camilla Telander Pulliam.

More information

- Award category: Print – Non-fiction, Reportage and Narrative
- Lantmännen collaborated with Centre for Business History, Studio Christopher West, Åtta45, and Förlagshuset Nordens Grafiska AB.
- Read more about the competition on the [Publishing Prize website](#).
- Earlier this year, Lantmännen was also recognised as Sweden’s [most sustainable food company](#) and – for the third consecutive year – as one of [Sweden’s most meaningful companies](#).

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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