

Premiere of the TV Series Svenska Bönder

On 3 February, the TV series Svenska Bönder premieres on Viaplay and TV3. The series follows everyday life on five Swedish farms, offering a close look at where our food comes from. Lantmännen is a partner in the initiative, which aims to increase knowledge about Swedish agriculture and highlight the crucial role farmers play in Sweden's food supply.

Swedish farmers are essential to ensuring that food reaches our tables every day. With expertise, passion and professional pride, they produce food in a sustainable and responsible way, while also contributing to the rural communities and strengthened national preparedness. Despite growing interest in Swedish food and the increasing importance of food security, the number of farmers is declining — making the need for greater understanding of and interest in the profession more important than ever.

“Svenska Bönder offers a close portrayal of farmers’ everyday lives and the responsibility they carry. For Lantmännen, the TV series is a way to contribute to increased knowledge, pride and interest in Swedish agriculture, to deepen understanding of where our food comes from, and to highlight the importance of agriculture for society and as an industry of the future,” says Frida Tydén, SVP & Head of Communications & Marketing, Lantmännen.

The series portrays everyday life on five farms across Sweden. Through personal, day-to-day stories, it highlights farmers’ commitment, expertise and responsibility for Swedish agriculture.

The first season of Svenska Bönder consists of eight episodes and premieres on 3 February at 9 PM on Viaplay and TV3. The initiative is a collaboration between several stakeholders in the agriculture and food sector. In addition to Lantmännen, partners include LRF, Arla, Gröna Arbetsgivare, Landshypotek and SLU. The series is produced by Delta Studios.

The farms featured in Svenska Bönder are:

- Arvid Lindgren, Tullgarns kungsgård, Vagnhärad – grain farm with some meat production
- Hanna Karlsson, Österbo Gård, Löttorp, Öland – dairy farm
- Johan and Björn Daniels, Hansjö Gård, Orsa – dairy farm and creamery
- Rudolf Tornerhjelm, Wrams Gunnarstorp estate, Bjuv – grain farm
- Sara Staffare and Carl Johan Granqvist, Bredsjö Gård, Hällefors – sheep farm, creamery, and café

Read more about the TV series Svenska Bönder: www.lantmannen.se/svenska-bonder (in Swedish)

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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