

## **Lantmännen joins export delegation to Asia – highlighting quality, health and innovation in food**

**Lantmännen participated in a joint Swedish-Finnish export delegation to Japan and South Korea in early September. The purpose was to present the Swedish food sector's strengths – healthy products with high quality, strong sustainability credentials and clear added value. The program formed part of the Swedish government's initiative to strengthen food exports.**

The delegation, organized by Business Sweden together with the State Secretary at the Ministry of Rural Affairs and Infrastructure and the Finnish counterpart, convened at the Nordic Pavilion at Expo 2025 in Osaka.

“Swedish food enjoys strong interest thanks to its unique combination of quality, safety and added value, underpinned by world-class farming. Partnerships like this not only boost our exports but also reinforce Sweden's influence on the future of global food systems,” says Per Arfvidsson, Deputy CEO of Lantmännen.

“Demand for oats, oat-based ingredients and other Nordic products and raw materials is growing rapidly across Asia. Our goal is to build long-term partnerships that benefit Swedish farmers and strengthen Sweden as an export nation,” says Per Arfvidsson.

Business Sweden has been tasked with implementing measures within the framework of Livsmedelsstrategin 2.0, aiming to increase sustainable food production and drive long-term export growth.

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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](http://www.lantmannen.com)