

Lantmännen's long-term communication receives new recognition — “Länge leve jorden” honored for the fourth year in a row

On Thursday evening, the winners of the 100-wattaren were announced in the Blue Hall at Stockholm City Hall, a competition that has recognized communication with proven impact since 1990. Lantmännen won first prize in the Long-term category (Långsiktigt) for the communication concept “Länge leve jorden” and also received a 100-watt in the 100-fattaren category for the same concept.

"It means a lot that Lantmännen has been recognized for our long-term communication and the impact it has had. By focusing on how sustainable food is produced and the crucial role farmers play, we have reached a broad audience and sparked engagement. Our responsibility from field to fork adds credibility — and the communication has strengthened trust in both Lantmännen and Swedish farmers," says Frida Tydén, SVP and Head of Communications & Marketing at Lantmännen.

The competition jury highlights that “Länge leve jorden” has strengthened the image of Lantmännen as an important societal actor and delivered measurable effects, such as higher trust and appreciation.

"This is not a one-off campaign. It is long-term communication work, built step by step over time, with the goal of increasing knowledge about Sweden's socially critical agriculture and why it matters to all of us. That perspective also shapes how we communicate — fewer slogans, more context. For us, the Long-term category is the finest one, and the one I am most proud of," says Mark Robinson, Director, Group Brand & Marketing at Lantmännen.

The jury further notes that Lantmännen connects business and transition, and that the concept spans the environment, biodiversity and profitability in a “from field to fork” logic.

"This is clear proof that emotional, long-term communication can drive business impact. 450 watts over four years is a tangible confirmation of the value created by the entire team behind the communication concept over five years," says Per Holgård, Head of Group Marketing at Lantmännen.

More facts and information

- 100-wattaren is organized by Sveriges Annonsörer and has recognized communication with proven impact since 1990.
- Lantmännen's communication concept “Länge leve jorden” has been running since 2021.
- “Länge leve jorden” is now being honored for the fourth year in a row in 100-wattaren (2022–2025).
- Lantmännen and SKF received the most watts in this year's competition, with 200 watts each.
- This year's competition included 10 categories: Consumer, Business, Society & Opinion, Nonprofit & Charity, Strategic Design, Employer Branding & Recruitment, Long-term, Forward-looking, International and 100-fattaren.
- In each category, 100-watt (gold), 75-watt (silver) and 50-watt (bronze) are awarded.
- Nord DDB is the agency behind Lantmännen's “Länge leve jorden” campaign.

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About Lantmännen

Lantmännen is an agricultural cooperative and Northern Europe's leader in agriculture, bioenergy and food products. Owned by 17,000 Swedish farmers, Lantmännen has more than 10,000 employees, operations in over 20 countries and an annual turnover of SEK 60 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