

## Lantmännen is appointed Sweden's most sustainable brand according to Business-to-Business customers

Lantmännen is ranked as Sweden's most sustainable brand in the Sustainable Brand Index Business-to-Business 2019, a sustainability survey based on responses from business customers in Sweden. Lantmännen tops the list in both the FMCG category and the overall ranking.

Lantmännen has been named the most sustainable brand in Sweden for 2019, both in overall terms and in the Fast Moving Consumer Goods (FMCG) category. This according to the Sustainable Brand Index Business-to-Business sustainability survey published today.

“We are proud to once again top the Sustainable Brand Index rankings. It shows that the long-term work Lantmännen is doing to lead the way for farming of the future, and our focus on sustainability across the entire chain from field to fork, is appreciated by both customers and consumers. The rankings also help us to further strengthen our businesses,” says Per Olof Nyman, Group President and CEO at Lantmännen.

The SBI is the largest independent brand index within sustainability in the Nordic countries. Altogether, 75 well-known brands are ranked in the survey, including 12 within the FMCG category, where 600 decision-makers with responsibility for B2B procurement on the Swedish market have responded. The FMCG category includes food retailing, the service sector, catering companies and restaurants.

“The SBI B2B award is a sign that not just consumers put a value on corporate responsibility from field to fork – it is important for the customers too. Lantmännen’s long-term focus on sustainability and the conviction to put it at the centre of its brand, are clearly paying off,” says Erik Elvingson Hedén, founder of the Sustainable Brand Index.

Read more about the SBI survey on their website: <https://www.sb-index.com/>

Images are available at <https://lantmannen.se/press-och-nyheter/bildbanken/>

**For more information, please contact:**

Lantmännen Press Office

**Tel:** +46 10 556 88 00

**Email:** [press@lantmannen.com](mailto:press@lantmannen.com)

### About Lantmännen

Lantmännen is an agricultural cooperative and Northern Europe's leader in agriculture, machinery, bioenergy and food products. Owned by 25,000 Swedish farmers, we have 10,000 employees, operations in over 20 countries and an annual turnover of SEK 45 billion (approximately EUR 4.3 billion). With grain at the heart of our operations, we refine arable land resources to make farming thrive. Some of our best-known food brands are AXA, Bonjour, Kungsörnen, GoGreen, GooH, FINN CRISP, Schulstad and Vaasan. Our company is founded on the knowledge and values acquired through generations of farmers. With research, development and operations throughout the value chain, together we take responsibility from field to fork. For more information: [lantmannen.com/en](http://lantmannen.com/en).