

Lantmännen steps up health effort with lower salt and clearer energy labeling

Lantmännen Unibake is joining the food industry's new voluntary health targets through 2030. By reducing salt in bread and strengthening energy and calorie information for consumers, Lantmännen and other participating companies aim to support healthier eating habits.

"Joining the commitments for bread and sweet bakery products is fully aligned with our Baking for Better Health goals. We work long-term to increase fiber and whole grain, reduce salt in our breads, and cut calories in our sweet bakery products—so it becomes easier for consumers to make healthier choices," says Eva Strömbom, Director, Marketing & Innovation at Lantmännen Unibake Sweden.

The commitments are part of a joint industry initiative led by Livsmedelsföretagen and Bageriförbundet. For Lantmännen Unibake, the targets include ensuring that at least 80 percent of the company's soft prepacked bread meets the agreed salt levels.

The industry commitment also covers energy labeling on packaging. Since Lantmännen Unibake primarily sells unpackaged bake-off products, the company will instead provide product data and encourage customers to display clear calorie information at the point of sale.

For more information, please contact us

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About Lantmännen

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