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Lantmännen joins The Supply Chain Initiative – an initiative for a better functioning food supply chain

Lantmännen has joined The Supply Chain Initiative, an initiative that aims to maintain fair commercial relations in the food supply chain and that ultimately strengthens consumer interests. Lantmännen Cerealia and Lantmännen Unibake are subject for the membership.

The Supply Chain Initiative was launched in 2013 as a result of discussions between the EU Commission and a number of large European organizations and companies from all parts of the food supply chain. Today more than 1,000 companies and organizations have joined and the initiative has three main pillars – consumer interests should be taken into account, contractual freedom and fair dealing.

In 2013 Lantmännen signed a Letter of Intent (LOI) for The Supply Chain Initiative, and has since analyzed the organization and the processes needed to comply with the principles.

”The Supply Chain Initiative is an important initiative and in line with our Code of Conduct. We have placed great emphasis on reviewing current processes in our Food division to comply with the demands. For example, we continuously train sales managers and executives in competition law, and have established a process for independent dispute resolution,” says Per Olof Nyman, Group President and CEO, Lantmännen.

The Supply Chain Initiative is applied in both Lantmännen Cerealia’s and Lantmännen Unibake’s business agreements and in the dialogues with customers and suppliers.

”We place great value in being part of this initiative that provides clear principles for business relations. Ultimately the initiative contributes to a better functioning food supply chain and ensures competitiveness, trust and continuity,” says Per Olof Nyman.

Lantmännen will during the fall inform customers and suppliers about the initiative to encourage others to join.

For further information, please contact:

About Lantmännen

Lantmännen is an agricultural cooperative and Northern Europe’s leader in agriculture, machinery, bioenergy and food products. Owned by 29,000 Swedish farmers, we have 10,500 employees, operations in over 20 countries and revenues of SEK 37 billion. With grain as our basis, we process arable land resources to make farming thrive. Some of our best known food brands are AXA, Kungsörnen, GoGreen, Schulstad, Gooh, Finn Crisp and Bonjour. Our company is founded on knowledge and values built up through generations of owners. Having research, development and operations throughout the value chain means that we can take responsibility together – from field to fork. Read more: www.lantmannen.se/en



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Per Olof Nyman, Group President and CEO, Lantmännen, phone: +46 10 556 11 81

Krister Zackari, CEO, Lantmännen Cerealia, phone: +46 10 556 4848

Werner Devinck, CEO, Lantmännen Unibake, phone: +45 7628 5000

About The Supply Chain Initiative

The Supply Chain Initiative is a joint initiative launched by seven EU level associations with the aim to increase fairness in commercial relations along the food supply chain.

The members agreed on a set of Principles of Good Practice which contain a list of examples of fair and unfair practices in vertical trading relationships. These were warmly welcomed by the High Level Forum for a Better Functioning Food Supply Chain of the European Commission in November 2011 and subsequently, a Framework for their implementation and enforcement was adopted in January 2013. For further information - www.supplychaininitiative.eu

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