

Lyckegård continues to accelerate sales in Germany – hires Sales Director responsible for Germany, Austria and Switzerland

Christian Puls starts as Sales Director DACH on the 1st of April 2022. He has many years of experience in the German agriculture and machinery business and has previously been working at Väderstad.

Germany is, after the US, the country consuming the most organic food into the world¹ and has set a goal to increase the organic acreage from around 10% to 30% in 2030², a goal that exceeds the 25% vision for the rest of the European countries. The total amount of organically grown land in Germany in 2019 was 1,6 million hectares which corresponds to 9,7% of the total cultivated acreage in the country.

Germany, Austria and Switzerland are important markets for Lyckegård and we´re now making efforts to expand our sales organisation in the DACH region by hiring a Sales Director for the area.

Christian Puls has 40 years of experience in the machinery and agricultural business and is our new Sales Director DACH from 1st of April 2022. He has been working with sales and marketing at, amongst others, Kverneland, Claas and most recently as CEO at Väderstad Germany. Christian will be responsible for leading the continuing establishment of Lyckegård´s products in the DACH region.

Christian will, together with existing Lyckegård partners in Germany, represent our brand at Öko Feldtage 29-31 June 2022 in Gladbacherhof in Villmar. Öko-Feldtage is one of the most important field exhibitions in Europe for organic farming.

1. <https://www.europarl.europa.eu/news/sv/headlines/society/20180404STO00909/ekologis-ka-livsmedel-i-eu-fakta-och-regler>
2. <https://www.bmel.de/EN/topics/farming/organic-farming/strategy-future-organic-farming.html>

Lyckegård Group AB is listed on Nasdaq First North Growth Market.

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About Lyckegård Group AB

Lyckegård has specialized on equipment for sustainable and organic farming with the Nordics as its primary market. By selling directly to the farmer and combining knowledge in sustainable agriculture with a product portfolio covering the entire crop cycle, Lyckegård has created its own niche.

Lyckegård strives towards sustainable agriculture through reduced application of herbicides and commercial fertilizers. The company develops and sells farming equipment for mechanical weed control, soil management and seeding. The tools work mechanically, without chemical spraying agents, and uses innovative methods and new strategies for a more environmentally friendly agriculture. The products can be used by both organic farmers and conventional farmers who wants to reduce their use of herbicides and use modern cropping methods to increase output.

About organic and conventional farming

Organic farming means no use of commercial fertilizers or chemical weed- and pest control. This can result in a more environmentally friendly agriculture tha doesn´t put the health of either the environment, the farmer or the consumer at risk.

Instead, organic fertilizers are used as well as proactive and mechanical methods to prevent pests and weeds. It includes partly using equipment to prevent and resist weeds, and partly about which crops are grown and in what order – the so-called crop rotation. With the right crop rotation, nutrients are returned to the soil at the same time as diseases, pests and weeds are prevented.

In conventional farming, the most common agricultural system today, different types of commercial fertlizer and chemical compounds are used in pest and weed management. This has contributed to several global environmental issues such as over-fertilization, spreading of chemicals and reduced biological diversity.

Lately, conventional farming has gone through great changes, by taking measures to improve sustainability. One example is a system called Integrated Pest Management, where the goal is to reduce chemical spraying agents by preventive arrangements, surveillance, supervised control, and follow-up.

Lyckegård´s products were originally made and developed for organic farming, but can can be advantageously used for conventional cropping systems through preventive measures and to drive a sustainable adaptation in conventional farming.

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