

Lyckegård Group reinforces their selling organisation in Northern Europe

Lyckegård takes another step to accelerate the sales in Northern Europe. Sales director Nordics & Baltics is hired internally and clearer market establishment are appointed in Poland and Great Britain.

Lyckegård performs several important changes to further strengthen the selling focus in the company. First and foremost, Boris Lindgård, who until now has been working as Area Sales Manager at our Finnish subsidiary BT Agro Oy AB, has got extended responsibilities as he shoulders the role as Sales Director Nordics & Baltics. Boris holds great knowledge in organic farming and has long experience in consulting and sales.

New sales channels in Northern Europe

The selling of Lyckegård's products in Ireland and Great Britain is made possible through cooperation with John Pawsey, who has previously sold Cameleon, and James Alexander, who has been selling Combcut. They will now together take the lead on the British market and sales all products of Lyckegård's portfolio under the name of Primewest Ltd. Both James and John has great knowledge in organic farming on the British Isles and will together make a good foundation for continuing growth.

Lastly, a collaboration has been established with Agrihandler in who will offer Lyckegård's entire portfolio to the Polish market. Agrihandler is a big and well-known dealer in Poland and starts working together with Lyckegård to enhance their focus on sustainable crop production.

Christian Bjärntoft, CEO Lyckegård, comments:

"I am very satisfied with the changes that are being made in our selling organization. We are taking the next step in our commercial sales- and marketing establishment by creating sales channels in Northern Europe."

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

Certified Adviser

Erik Penser Bank

Phone: +46 (0)8 463 80 00

E-mail: info@penser.se

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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 fertilizer 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.

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Lyckegård's products were originally made and developed for organic farming, but can be advantageously used for conventional cropping systems through preventive measures and to drive a sustainable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

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