



TUESDAY, APRIL 28, 2026

Former Coop Östra CEO Meta Persdotter joins Swegreen as the new Chair of the Board

Meta Persdotter has been appointed Chair of the Board of Swegreen. She will assume the role on April 28 and most recently served as CEO of Coop Östra. With extensive experience in grocery retail, a strong consumer perspective, and a deep commitment to sustainable and locally produced food, she strengthens Swegreen's board as the company enters its next phase of growth.

Over the past 30 years, Persdotter has held a range of senior leadership roles across the business sector, alongside multiple board assignments. She brings valuable insights from the retail industry and has previously served as CEO of Svenska Spel, CEO of Duka, Chief Commercial Officer at Rusta, and CEO of Coop Östra.

Through her years in grocery retail, Persdotter has gained first-hand insight into the growing importance of locally and sustainably produced food for consumers. Through Swegreen's in-store farming systems, customers can access a wide range of leafy greens and herbs grown directly in-store. The greens are harvested the same day, without pesticides or long-distance refrigerated transport, and with significantly reduced climate impact.

"Accepting this role was a natural decision for me. Swegreen has established a unique position by growing fresh greens directly in-store and producing in line with actual demand, helping to reduce food waste. I look forward to contributing to the company's continued journey together with the board and management", says Meta Persdotter.

Her background in grocery retail and commitment to sustainable, locally produced food are highly relevant as Swegreen continues to expand.

"Meta Persdotter is a very strong choice for this role. She brings a unique combination of large-scale leadership experience and a deep understanding of both consumers and retailers. That is exactly what Swegreen needs as we work to make in-store farming more widely accessible. Meta will be a strong addition to both the board and the company", says Anders Eriksson, CEO of Swegreen.

Meta Persdotter will assume the role of Chair of the Board on April 28, succeeding Jan Johansson, who will step down as Chair while remaining on the board.

About Swegreen

Swegreen is a Swedish agtech company offering in-store farming as a service, Farming as a Service (FaaS). Using hydroponic growing systems, fresh greens are cultivated directly within grocery stores, restaurants and hotels, with significantly reduced water consumption, no pesticides and minimal transport requirements. A single installation can produce up to 500 plants per day, including leafy greens and herbs.

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