



In 2024, Swegreen completed additional installations at Coop stores.

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Swegreen, a leading player in innovative and sustainable food production, has brought five in-store growing facilities into operation in partnership with Coop. This marks a major step in the company's ambition to transform Swedish vegetable production and contribute to a more sustainable and self-sufficient food supply in Sweden.

Rapidly growing demand for locally produced, fresh and sustainably grown vegetables has made Swegreen's innovative solution a natural choice for grocery retailers. By establishing growing facilities directly in stores, fresh vegetables can be harvested on-site and sold directly to consumers – without long-distance transportation, pesticides or energy-intensive refrigerated storage.

The five growing facilities are located in the following Coop stores:

- Coop Barkarby
- Coop Spånga
- Coop Bromma
- Coop Haninge
- Coop Stuvsta

A new era for Swedish vegetable production

Sweden is currently highly dependent on imported vegetables, with up to 70 percent of consumption supplied by imported produce, primarily from Spain and Italy, but also to a significant extent from Africa. Swegreen's solution reduces this dependence by enabling year-round production of fresh vegetables directly in-store. The hydroponic technology used by Swegreen requires up to 90 percent less water than traditional cultivation, while the vegetables are grown without pesticides and with minimal environmental impact. They are harvested fresh daily for maximum flavour.

"Our partnership with Coop is an important milestone, but we see this as only the beginning. We have a clear vision to make Sweden more self-sufficient in fresh vegetables and reduce the climate impact of imports. With our technology, we can offer vegetables that are fresher, more sustainable and produced exactly where the consumer is. The potential for expansion is enormous, both within grocery retail and in other sectors."

– Anders Eriksson, CEO of Swegreen

About Swegreen

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

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