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ICA Maxi Skellefteå Selects Swegreen for Next-Generation In-Store Farming

– Swegreen continues to strengthen its position as a leading player in sustainable food production. ICA Maxi Skellefteå has chosen Swegreen's hyperlocal cultivation solution to produce salads and herbs directly in-store. The new installation will be commissioned in spring 2026 and will replace the previous growing installation that has been operating in the store since 2022.

The new Freja system will deliver freshly harvested salads and herbs directly in-store. With a capacity of 300 plants per day, the initiative strengthens the store's offering of hyperlocally produced food.

Demand for locally produced, flavorful and sustainable vegetables continues to grow rapidly. Swegreen's technology enables stores to offer produce grown on-site – without transportation, without pesticides, and with a minimal climate footprint. For ICA Maxi Skellefteå, the initiative represents a step toward enhancing the customer experience with a focus on sustainable supply.

A Clear Technology Shift in Grocery Retail

"We want to be able to offer our customers something that truly makes a difference – fresh products with great taste, high quality, and a lower climate impact. When evaluating our next step, Swegreen's solution was the obvious choice. Stable operations, high productivity, and a clear sustainability profile and scalability allow us to take our initiative further," says Åke Persson, store owner at ICA Maxi Skellefteå.

A New Era for Locally Grown Greens

Sweden remains heavily dependent on imported vegetables, particularly during the winter season. With Swegreen's system, ICA Maxi Skellefteå gains access to high-performance year-round cultivation directly in-store. The system reduces water consumption by up to 99 percent, eliminates transportation and uses no pesticides.

Swegreen's Vision – and the Way Forward

Swegreen sees a growing market for in-store farming as consumers increasingly demand sustainability, quality and transparency. Technological developments make it possible to integrate cultivation systems into environments ranging from grocery stores and restaurants to hospitals and larger workplaces.

"Just as in-store bakeries became a natural part of grocery retail, we are now seeing in-store grown greens take their place and reshape how people think about freshness, flavor and sustainability — the green bakery, in essence," says Anders Eriksson, CEO of Swegreen.

About Swegreen

Swegreen is a Swedish agtech company and a pioneer in hyperlocal food production. The company develops and operates advanced cultivation systems that enable fresh vegetables to be produced directly in grocery stores, restaurants, hotels and other environments where food is consumed.

Using hydroponic cultivation technology, Swegreen enables efficient year-round production of salads and herbs close to the consumer. By moving production closer to the point of sale, the need for transportation is reduced, water consumption is significantly lowered and no pesticides are used.

Swegreen's cultivation technology is scalable and can be integrated into a wide range of environments, from grocery retail and restaurants to hospitals and hotels where demand for fresh, locally produced greens is high.

Demand for sustainable and locally produced food continues to grow rapidly, and Swegreen sees significant opportunities to scale the model to more markets and industries.

Just as bakeries became a natural part of grocery stores decades ago, Swegreen now sees in-store grown vegetables emerging as a new feature in retail – a green bakery for fresh leafy greens.

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