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ICA Kvantum Märsta Selects Swegreen for In-Store Farming

March 24, 2026. ICA Kvantum Märsta has selected Swegreen's in-store farming solution. The Saga Medium system will be commissioned in spring 2026 and will produce freshly harvested salads and herbs directly in-store – year-round. The initiative provides the store with local production, consistent quality, great taste, and a lower climate impact.

A Clear Technology Shift in Grocery Retail

“When we defined our strategy for upgrading and strengthening our fruit and vegetable offering, Swegreen’s in-store farming solution was the obvious choice. Reliable operations, high productivity, and clear scalability enable us to take our initiative further – while strengthening our offering with a climate-smart solution for our customers,” says Conny Holmlund, store owner at ICA Kvantum Märsta.

A Clear Market Shift

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

The decision reflects strong confidence in Swegreen's technology, integrated value chain, and long-term delivery capability.

“As more and more stores choose our technology as the next step in their development, we are seeing a clear shift toward local production as an integrated part of the in-store offering,” says Anders Eriksson, CEO of Swegreen.

A New Era for Locally Grown Greens

Sweden remains heavily dependent on imported vegetables, particularly during the winter season. With Swegreen's system, ICA Kvantum Märsta gains access to fresh, locally grown vegetables year-round. The system eliminates transportation, uses no pesticides, and reduces water consumption by up to 99 percent compared to traditional farming.

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 in-store farming systems into environments ranging from grocery stores and hotels to larger workplaces and public sector operations.

“Just as bakeries became a natural part of the retail environment, we are now seeing in-store grown vegetables take their place and reshape how people think about freshness, quality, and sustainability,” 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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