



**FRÅN  
SVERIGE**

LOOK FOR THE LABEL  
NEXT TIME  
YOU ARE SHOPPING!

Swedish origin labelling for foods, ingredients and plants.





## What you get when you buy food and plants with the 'Från Sverige' label

### THE LABEL MEANS THAT:

- All animals are born, raised and slaughtered in Sweden.
- Cultivation takes place in Sweden.
- All processing and packing takes place in Sweden.
- In mixed products, at least 75 % is Swedish.  
Sausages, bread and fruit yoghurt are a few examples.
- Meat, eggs, fish, shellfish, poultry and milk are 100% Swedish, also in composite products.

The label 'Kött från Sverige' (Meat from Sweden) is used on meat and charcuterie produced in Sweden. In liver paste, sausages and other composite products that are marked, the meat is 100% Swedish, and the total, including other ingredients, is at least 75% of Swedish origin.

The labels 'Mjolk från Sverige' (Milk from Sweden) and 'Från Sverige' (From Sweden) are used on milk and other dairy products produced in Sweden. In fruit yoghurt and other composite products that are labelled, the milk is always 100% Swedish, and the total, including other ingredients, is at least 75% of Swedish origin.



Good animal husbandry ensures healthy animals. Sweden has the lowest level of antibiotic use in animal husbandry in Europe.



Fruit and berries taste best when they are left longer to ripen on their branches or plants. Shorter transportation to your store is also an added advantage.



Perches, laying places and sand trays are a matter of course for Swedish laying hens. Swedish eggs are salmonella-free.



Did you know that winter wheat is the most common grain in Sweden, followed by corn, oats and rye?



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**EXCELLENT PRODUCTS FROM A FARMER OR PRODUCER NEAR TO YOU.**

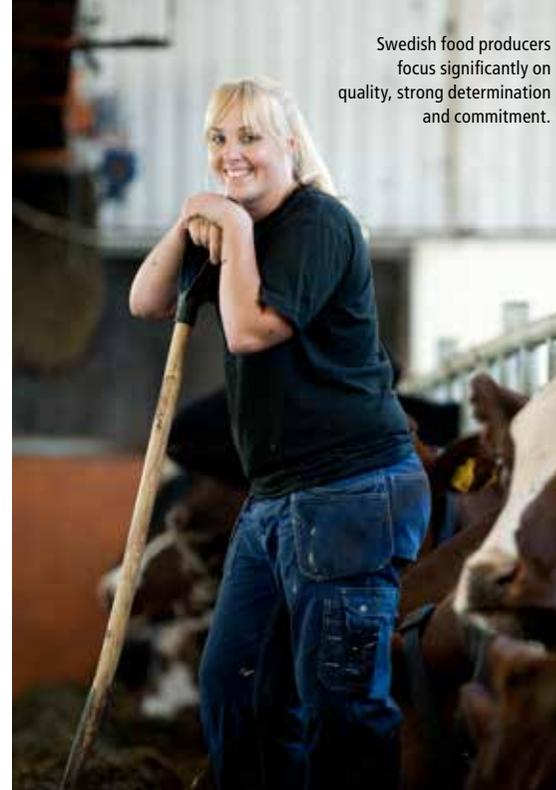
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The food we eat shouldn't just be good; it should also be produced under good conditions and we must be able to eat it with a clear conscience. Surveys show that these are important values for Swedish consumers. This means, among other things, short transport distances, good animal care with low antibiotic use and safe, reliable food.

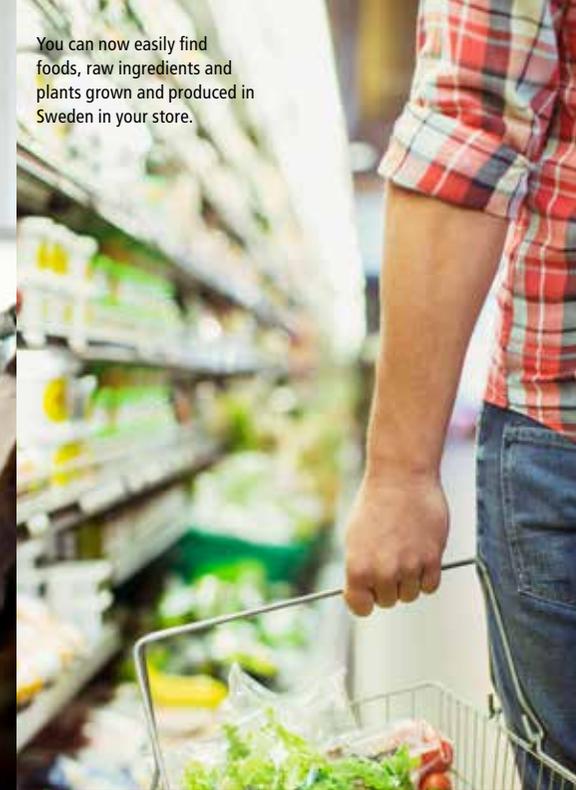
An increasing number of people are choosing Swedish-produced food, and that strengthens and develops domestic food production. It guarantees Swedish ingredients for the future; more jobs are created; and open landscapes are preserved.

Swedish is an elongated country with eight different climate zones. We have dark forests, open countryside, deep lakes, cold seas and wild rapids. The days are long and warm during the summer, and short and cold during the winter. That produces good conditions for cultivation and production.

Swedes are a curious people, with a taste for both Swedish specialties and those of other countries. With Swedish products as the foundation, we create all the world's food. Tex-Mex and spaghetti top the list of the most popular dishes in Sweden.



Swedish food producers focus significantly on quality, strong determination and commitment.



You can now easily find foods, raw ingredients and plants grown and produced in Sweden in your store.



Demand for Swedish-produced food is growing all the time.



The Swedish food industry consists of everything from small-scale bakeries to global food groups.



## Welcome to frånsverige.se

Here you will find more information on the labelling scheme 'Från Sverige' (From Sweden), 'Kött från Sverige' (Meat from Sweden) and 'Mjök från Sverige' (Milk from Sweden), along with facts about Swedish food culture and inspiration regarding Swedish-produced ingredients, foods and plants.

### **Svenskmärkning AB**

The Swedish Food Federation, Svensk Dagligvaruhandel (Swedish Food Traders) and the Federation of Swedish Farmers are the initiators of the 'Från Sverige' (From Sweden), 'Kött från Sverige' (Meat from Sweden) and 'Mjök från Sverige' (Milk from Sweden), origin labelling scheme and the owners of Svenskmärkning AB. Svenskmärkning AB issues licences for use of the labels, and manages and checks the voluntary labelling scheme 'Från Sverige' (From Sweden), 'Kött från Sverige' (Meat from Sweden) and 'Mjök från Sverige' (Milk from Sweden).

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