

WP3.2 Field Day report from Lännäs, Sweden

Date: 14 August 2025

Place: Lantmännen in Lännäs, Sweden

Participants: 60 people

On a hot August day, Lantmännen hosted its annual field day in Lännäs. This event is designed for farmers in northern Sweden and Lantmännen's sales partners. Johanna Holmblad, Lantmännen's oat breeder, presented the ongoing project and showcased both the yield trials and the mini-plots.

Participants shared valuable feedback, such as:

"We really need a new early variety for northern Sweden—similar to Cilla, but with higher yield."

and

"Good kernel content and strong straw are very important for us."

To learn more about the project, visitors could scan a QR code available at the trial plots to watch our project film. Another QR code was provided for signing up to our newsletter.

