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PRESS RELEASE

New Secretary General for the Swedish Peat Industry Association

Rickard Axdorff has been appointed Secretary General of the Swedish Peat Industry Association (Branschföreningen Svensk Torv). With extensive experience in public affairs, politics, and entrepreneurship, Axdorff will represent the Association and lead its strategic and policy-related work.

The peat industry is an important component of a more sustainable society and holds significant untapped potential. Ensuring the future development of the industry, as one of several environmentally and climate-friendly domestic production sectors originating from rural areas, will be a key priority of the Secretary General.

- We are very pleased to have recruited Rickard Axdorff as Secretary General of Svensk Torv. He has the background, experience and commitment required to meet the challenges and opportunities facing the sector, and we are confident in his ability to fulfil this role successfully, says Rita Larsson, Chair of Svensk Torv.

At a time when global energy demand is constantly increasing and policies aim to promote good animal welfare, sustainable horticultural production and more green public spaces, attempts to restrict a unique domestic natural resource that addresses these challenges are outdated. A functioning production of peat and peat-based products is essential to meet the development we see in Sweden and worldwide.

- There is a substantial need to defend, explain, and educate people about the products produced by Svensk Torv's members. I am confident that better reporting, a more balanced public debate, and greater engagement will lead to a more informed and constructive discussion in the future, says Rickard Axdorff, Secretary General of Svensk Torv.

Axdorff holds a Master of Science in Forestry and a Master's degree in Economics. He is an entrepreneur and farmer and holds several positions of trust. He is also the founder of the association Naturbrukarna Sverige, the property rights project Egendomligt, and Farmers for Peace, and most recently served as Political Secretary for the Moderate Party in the Municipality of Örebro.

For more information:

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About The Swedish Peat Industry Association (Branschföreningen Svensk Torv):

Founded in 1999, the association represents peat producers and users of peat in a wide range of applications, including growing media and soil improvement for professional growing and hobby gardening, bedding and feed in animal husbandry, for energy production, and the use of peat as activated carbon and filters for purification. Partners include the International Peatland Society, Peat Alliance, and Growing Media Europe.

Peat Facts:

- *Of approximately 6.3 million hectares of peatland in Sweden, the peat industry uses 0.2%.*
- *Peat harvest in 2024 was approximately 2 million cubic meters.*
- *The natural accumulation rate of peat in Sweden is approximately ten times higher than the annual harvest.*
- *Sweden has the largest area of peatlands in Europe.*

Branschföreningen Svensk Torv (Svenska Torvproducentföreningen)

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