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New management team aims at simpler methods everywhere

The Board of Agriculture has a new management team in place with the important task of continuing to steer towards simpler methods for the benefit of customers and rural affairs. The management team is collectively responsible for the Board's roadmap, which aims to introduce future EU policy within agriculture, rural affairs and fisheries in the best way possible.

The roadmap is the initiative of Director General Leif Denneberg. A number of areas have been singled out, which are particularly important for further development.

Roadmap for the benefit of customers and rural affairs

“The roadmap is needed now that major EU reforms are about to be implemented, which will affect agriculture and rural communities. We continue to strive for simplification in all we do, both vis à vis the EU and in our own activities. When we do this, we put customers first, and base our assumptions on their various everyday experiences and needs. By doing so we strive to see, develop and provide support for rural communities, where a viable agriculture is the basis for a vibrant and attractive countryside. We will also develop cooperation with other authorities, while we ourselves are perceived as an attractive employer to work for,” explains Leif Denneberg.

New management structure and management team

In order to implement the roadmap, Leif Denneberg has decided to introduce a new management structure, which includes a division into sections for optimal interaction and a holistic approach between the different activities within the authority. A new management team is also in place to implement the roadmap.

Simplifying the complicated

During the autumn Leif Denneberg is embarking on a “Simplification Journey”, which the Board of Agriculture is carrying out together with the Federation of Swedish Farmers (LRF).

“The aim of the journey is to simplify whatever is complicated in the everyday lives of farmers. Together with other authorities and industry associations, we want to contribute towards reliability and confidence and introduce simpler methods that really mean something,” says Leif Denneberg.

Plain language workshop for clear texts

Another example of what is currently being done is the initiative to write better texts that are easier for customers to understand. The Board of Agriculture has designated 2013 as the year of plain language, when all of the Board's staff will undergo training in plain language and various types of text will be reviewed to see if they can be simplified. Every second Friday a plain language workshop will take place where people can come to and have their texts reviewed and made clearer.

Contact person for journalists

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Further information

The Board of Agriculture's new management team in full:

- Leif Denneberg, Director General
- Harald Svensson, Head of Staff
- Anna Olsson, Deputy Head of Staff
- Christina Nordin, Divisional Director for Promotion and Administration Affairs
- Anders Egonson, Divisional Director for Paying Agency Function
- Birgitta Ek, Divisional Director for Service and Control
- **Håkan Henrikson, Divisional Director for District Veterinarians**