

Press release
Bern, 5 April 2024

Change of leadership in the Executive Board of the fenaco cooperative: Michael Feitknecht to take over as CEO, Markus Hämmerli to become Head of the Agro Division

Michael Feitknecht will become CEO of the fenaco cooperative with effect from 1 July 2025. He succeeds Martin Keller, who has announced his intention to step down. Michael Feitknecht is currently Head of the Crop Production Department. In view of his move to the helm of the company, he will hand this function over to Jürg Friedli, the current CEO of LANDOR. Markus Hämmerli will become the new Head of the Agro Division as of 1 January 2026. The present Head of the Freshness/Food Safety Department will succeed Heinz Mollet, who is taking early retirement at his own request after 40 years with the company.

Michael Feitknecht (1983) has been with the fenaco cooperative since 2018. He started out as Head of the fenaco Crop Protection Business Sector. In 2020, he became Head of the Crop Production Department and a member of the extended Executive Board of fenaco. Prior to joining the agricultural cooperative, Michael Feitknecht spent ten years in various leadership positions at Syngenta in Switzerland, Spain and South and Central America.

Michael Feitknecht was responsible, among other things, for transforming the fenaco Crop Protection Unit into a comprehensive crop protection provider with an integrated approach. He and his team launched the AGROLINE brand, including the Service and Bioprotect areas, and set up the Centre for Sustainable Crop Protection in Aesch near Basel, which opened its doors in 2021. One of the Centre's tasks is to breed beneficial insects for biological pest control. Together with the LANDIs, he developed the Innovagri technology platform, which aims to provide Swiss farmers with easier access to innovative solutions in sustainable crop protection. Michael Feitknecht grew up on a farm in Ticino. He studied Agricultural Sciences at ETH Zurich, graduating with a Master of Science degree. He lives in Basel with his family.

Michael Feitknecht will take over as CEO of fenaco on 1 July 2025, and will become Head of the Corporate Development Division. He succeeds Martin Keller, who has announced his intention to step down (see [press release of 1 March 2024](#)). The handover will be staggered. The leadership of the Communication/Development/HR Department will pass from Martin Keller to Michael Feitknecht on 1 January 2025. Commenting on his appointment, Michael Feitknecht said: «I am really looking forward to taking on this responsible task. fenaco is a company of and for Swiss farmers. I will join forces with them, the LANDIs, the Executive Board and all employees of the fenaco cooperative to promote strong,

innovative and market-oriented agriculture as the basis for a sustainable food system.» Pierre-André Geiser, Chairman of the fenaco Board of Directors, said: «Michael Feitknecht impressed the Board of Directors with his creative power, his enthusiasm and his strength in implementation. He embodies our values and enjoys a great deal of recognition and support within the company as a leader and manager. He will bring both continuity and fresh perspectives. A mix that also marks us out as a cooperative. The Board of Directors is highly delighted to have found the ideal person for the position from within the company's own ranks.»

Markus Hämmerli to become Head of the Agro Division

A new head will also take over the reins of the Agro Division as of 1 January 2026. [Markus Hämmerli](#) (1977) will succeed Heinz Mollet, who has decided to take early retirement after 40 years with the company (see [press release of 25 March 2024](#)).

Markus Hämmerli joined the fenaco cooperative in 2010 as Category Manager Stone and Pome Fruits and Head of Marketing and Sales at fenaco Agricultural Products (now Inoverde). Before that, he worked at a number of companies in the Swiss fruit, vegetable and potato sector. In 2015, he became Head of fenaco Agricultural Products and was elected to the extended Executive Board of fenaco in this function in 2018. The Agricultural Products Department was completely revamped under his leadership – in terms of organisation, infrastructure, the technologies being used and its market presence. He has been Head of the newly formed Freshness/Food Safety Department since 2022. Markus Hämmerli is also responsible for fenaco's research collaborations. The trained farmer graduated from the School of Agricultural, Forest and Food Sciences in Zollikofen and holds an Executive MBA in General Management. He lives with his family in the Swiss Plateau.

Thanks to his professional experience thus far, Markus Hämmerli is familiar with the entire added value chain in the agriculture and food industry – from farm to table. This perspective will prove highly valuable in moving the Agro business forward. He is known within the company for his far-sightedness, focus on solutions and strength in implementation. Markus Hämmerli will move to the Agro Division on 1 July 2025 to start familiarising himself with this side of the business. His successor at the Freshness/Food Safety Department will be communicated at a later date.

Jürg Friedli to become Head of the Crop Production Department

[Jürg Friedli](#) (1972) will become the new Head of the Crop Production Department and a member of the extended Executive Board of fenaco as of 1 January 2025. He is taking over this function from Michael Feitknecht. Jürg Friedli can look back on a long career with the fenaco cooperative. From 2003 to 2007, he worked for animal feed manufacturer UFA, eventually becoming Head of Marketing. He moved to fertiliser retailer LANDOR in 2008, taking over as CEO in 2014. Jürg Friedli studied Agronomy at ETH Zurich before going on to earn a doctoral degree as Dr. Sc. Techn. He lives with his family in the Ob- and Nid Aargau region.

Jürg Friedli was responsible for turning the Auhafen location into a major hub for the Swiss fertiliser trade. As a member of the Crop Production Department's management, he concentrated all of fenaco's fertiliser activities under the LANDOR brand. His professional and personal qualities make him the ideal person to join the established team at Crop Production in taking the department to the next level.

The Board of Directors of fenaco wishes all three men every success and happiness in their new positions.

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About fenaco cooperative

fenaco is an agricultural cooperative based on a 150-year-old idea. It is owned by 153 LANDIs and their 42,000 members, including over 23,000 active Swiss farmers. As a supplier, fenaco offers farmers a wide range of products, services and technologies they need for sustainable, efficient and market-oriented farming, regardless of the production method. As a marketing partner, it ensures that high-quality, Swiss-produced food gets to the customer — from fruit and vegetables to potatoes, grains, eggs, meat and beverages. Some of fenaco's most well-known brands include the feed manufacturer UFA, the fertilizer distributor LANDOR, the beverage manufacturer RAMSEIER Suisse, the winery Provins, the meat processor Ernst Sutter, the retail companies Volg and LANDI as well as the energy supplier AGROLA. The Bern-based fenaco cooperative employs 11,500 people and generated net sales of CHF 8 billion in 2022.

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