

Zurich Italia at SANA 2021 is the sponsor of the Organic Revolution safeguarding the future of organic agriculture

The launch of the social media campaign #StopFruitShaming

Milan, 9 September 2021 - Zurich, global leader in the insurance sector, is taking part in SANA 2021, the 33rd edition of the International Exhibition of Organic and Natural Products, by sponsoring its flagship event, the Organic Revolution 2021.

Zurich has always paid great attention to the issue of environmental sustainability, a central feature of the Group's investment strategy, as well as in the development of initiatives on the ground and bespoke insurance solutions: one example is Zurich Azienda Agricola, protection specifically designed for the agricultural sector with a focus on organic farming.

On the strength of this consolidated commitment, Zurich Italia will be present at SANA with a permanent stand and will be contributing to the programme of the Organic Revolution 2021 with a talk by Elena Rasa, Chief Underwriting Officer.

Elena Rasa will take part in the inaugural panel of the Organic Revolution 2021, held on 9 September, during which she will explore the main risks associated with organic farming, which the Group has been taking into account for some time through the launch of products such as the new Azienda Agricola policy. Her contribution will follow the opening addresses by the President of BolognaFiere Gianpiero Calzolari and the President of AssoBio Roberto Zanoni, and the presentation of the new Nomisma survey, a snapshot of the organic sector and how it is perceived in Italy.

Elena Rasa, Chief Underwriting Officer of Zurich Italia, commented: *"Italy is the leading European country in terms of the number of farms dedicated to organic agriculture, with over 80,000 operators, and the fourth EU country in terms of surface area dedicated to organic farming (15.2% of total agricultural land, compared to an EU average of 7.5%). These numbers testify to the growing importance of this segment for Italian agriculture. However, the risks to which organic farms are exposed are many and varied, and only a small percentage of farms active in this sector are insured. Our participation at SANA once again demonstrates our ongoing commitment to the development of a specific risk culture that takes into account the characteristics and peculiarities of each business."*

SANA will also see Zurich launch its social media campaign #StopFruitShaming, which transposes the concept of "body positivity" to the organic world in relation to the minor aesthetic imperfections of organic fruit and vegetables. The campaign explains how it is anti-ecological to always demand the highest aesthetic quality in fruit and vegetables, to the detriment of sustainability and respect for the environment, while also raising awareness of the issue of food waste.

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