



a.s.r.
de nederlandse
verzekerings
maatschappij
voor alle
verzekeringen



PRESS RELEASE

a.s.r., Rabobank and Vitens to join forces for a better soil management

Utrecht, 7 June 2018 – a.s.r., Rabobank and Vitens intend to jointly develop a dynamic soil label in order to contribute to healthy farms, preservation of the value of agricultural land and affordable groundwater extraction. The parties recently signed a letter of intent to this effect.

Vitens, the largest water company in the Netherlands, Rabobank, the leading food and agri bank and a.s.r., insurer and the largest private agricultural landowner in the Netherlands, have a common interest that they will work towards: improving the soil for healthy agriculture. In doing so, the initiators are responding to the appeal by Minister Schouten of Agriculture, Nature and Food Quality in her Soil Letter to the Lower House to manage our soil in a more sustainable way.

Insight

Such a label, in the style of the energy label for homes, gives agricultural entrepreneurs much better insight into the soil they use and how they can manage it more efficiently and sustainably. The label can be a means of offering financial benefits to farmers who deal with their soil in a sustainable manner. For example by offering more favourable interest rates to farmers who demonstrably manage their soil better, rewarding more sustainable soil management through EU agricultural subsidies and through access to impact investors whose prime considerations are investments with a social purpose.

Next step

The initiators a.s.r., Rabobank and Vitens had already previously investigated the possibility of a soil label. The dynamic soil label that the parties have in mind proved to be perfectly possible. However, more data from more relevant parties is needed. For example, the parties who have already developed an initiative for improving the soil. Vitens, a.s.r. and Rabobank are now joining forces to develop a dynamic soil label in which the expertise and data from all relevant parties come together. The initiators are now also calling on other parties to help develop the soil label. This autumn, the initiators will organise a meeting with all existing and new parties. The aim is to achieve a truly dynamic soil label with all the available knowledge and data.

Jelle Hannema, CEO of drinking water company Vitens: “Together with our partners, we are working on achieving a clean living environment. In this context, we consider good cooperation with the agricultural sector to be very important. We do not have to purify everything that does not end up in our groundwater sources anyway. This initiative will enable us to keep our supply of drinking water affordable.”

Dick van den Oever, Director of Landelijk Vastgoed (rural real estate) at a.s.r.: “It fits in with a.s.r.’s tradition as land investor to invest in something that has perpetual value. We lease the land we own to farmers for a protracted period and it is in both our interests to use it sustainably. In light of this, we have welcomed this initiative.”

Ruud Huirne, Director of Rabobank Food & Agri: “The soil label is an important instrument in helping agriculture to become more sustainable. In this way we can help farmers who consciously opt for farming in a different way. This is important for the level of support in society for the sector. Moreover, it also benefits these farmers themselves, because the measures we take are good for their own soil.”

--- End of message ---

Note for editors

For more information, please contact:

Caroline van der Veeken, spokesperson for Vitens, 06-45108074

Margo van Wijgerden, spokesperson for Rabobank, 06-12127988

Daan Wentholt, spokesperson for a.s.r., 06-53354156

About Vitens

Vitens is the largest drinking water company in the Netherlands. We supply top quality drinking water to 5.7 million people and companies in the provinces of Flevoland, Friesland, Gelderland, Utrecht and Overijssel and municipalities in Drenthe and Noord-Holland. With approximately 1,400 employees, 100 production companies and a water supply system of 49,500 kilometres, 335 million m³ of water is supplied each year. Its annual turnover is approximately € 315 million. 100% of the shares in Vitens are held by local and regional authorities. The water price per litre is € 0.001.

About Rabobank

Rabobank Group provides retail banking, wholesale banking, leasing and real estate services in various countries around the world. Rabobank Group puts the common interests of people and communities first, and the provision of value for its customers is central to its services. The emphasis in the Netherlands is on broad market leadership, while the international focus is on expanding the bank's leading position as a food and agri bank. Rabobank Group operates in 40 countries and has approximately 43,810 internal and external FTEs.

About ASR Nederland N.V.

ASR Nederland N.V. (a.s.r.) has been in the insurance business since 1720. It is one of the top three insurers in the Netherlands. Through its labels a.s.r., De Amersfoortse, Ditzo, Ardanta and Europeesche Verzekeringen, a.s.r. offers insurance, pension and banking products and services to consumers and SMEs. a.s.r. is also active as a fiduciary asset manager, particularly in the public sector. a.s.r. was listed on Euronext Amsterdam in June 2016 and has been included in the AEX index since 19 March 2018. For more information, please visit www.asrnl.com.