

## PRESS RELEASE

### THE SICILIAN ECONOMY AND THE NEW FRONTIERS OF AGRICULTURAL PRODUCTS THE UNIPOL GROUP PRESENTS ITS 2010 SUSTAINABILITY REPORT

CATANIA, 14 June 2011

An event held to discuss *The Sicilian Economy and the New Frontiers of Agricultural Produce* will take place at 3pm today in the Great Hall of the Faculty of Politics in Catania.

Over the past few years there has been a profound change in the way food is grown. Food production is one of the mainstays of the Sicilian economy and generally consists of traditional types of business, i.e. based on the entrepreneur, as for example in citrus-growing (50% of the total number of agricultural businesses) where most are organised as partnerships. However, cooperatives predominate in the case of other fruit-growing (45.5% of the total), whilst olive-growing is divided between individual undertakings and joint-stock companies.

Recent initiatives to obtain accreditation for the way food is grown and processed, e.g. organic certification and certification for wines, with twenty-three wines being awarded the AIS's 'five bunches' in 2011, applications from regional confederations of farmers for a 'produce of Sicily' mark are shedding a new light on the future of agriculture in Sicily, approximately thirty products being awarded DOP or IGP accreditation.

How can this trend be supported? How can tradition be combined with innovation? What will the role of the professional bodies be?

Among the contributors to the discussion will be **Elio D'Antrassi**, Sicilian Regional Councillor for Agricultural and Food Resources, **Carmelo Gurrieri**, Chairman of the CIA, **Gianluca Faraone**, Chairman of the Mediterranean Free Land Consortium, **Mario Luciano Brancato**, Chairman of MAAS, **Antonio Parrinello**, Chairman of the CTR Consortium and **Assunta D'Oronzio**, INEA Researcher.

The discussion will be chaired by **Pierluigi Stefanini**, Chairman of the Unipol Group.



Unipol Group's 2010 Sustainability Report will also be distributed at the meeting. Unipol's commitment to sustainability is linked to its business activities, to its range of products and the way it does business and is based on the concept of shared responsibility for building a sustainable and fair future. Therefore the Unipol Group, which has been producing a Sustainability Report since 1993, has drawn up a Sustainability Plan for the three-year period 2010-2012 and integrated it into its Business Plan in order to help the Company to make the appropriate strategic choices and carry out the correct actions.

"Taking sustainability into account when making strategic decisions", states the Chairman, Pierluigi Stefanini, "has become a feature of the policies and entrepreneurial strategy of the entire Unipol Group.

We are and increasingly wish to be able to use our modern entrepreneurial knowledge and skills to meet the requirements of individuals, families and businesses. Therefore current synergies and developments in this field make today a good opportunity to discuss the future of agriculture in this region."

Unipol Gruppo Finanziario S.p.A.  
[www.unipolgf.it](http://www.unipolgf.it)

#### Contacts

##### **Institutional and Media Relations**

Carla Chiari  
Unipol Gruppo Finanziario S.p.A.  
Tel. +39 02 5181 5021/338 720 7314  
[carla.chiari@unipolgf.it](mailto:carla.chiari@unipolgf.it)

##### **Sustainability**

Marisa Parmigiani  
Unipol Gruppo Finanziario S.p.A.  
Tel. +39 051 507 2062  
[marialuisa.parmigiani@unipolgf.it](mailto:marialuisa.parmigiani@unipolgf.it)