



## Joint Media Release: Protected Cropping Australia and Achmea Farm Insurance

Sydney, 1 June 2026

### PROTECTED CROPPING AUSTRALIA AND ACHMEA FARM INSURANCE ANNOUNCE STRATEGIC PARTNERSHIP TO SUPPORT AUSTRALIA'S PROTECTED CROPPING SECTOR

Protected Cropping Australia (PCA) and Achmea Farm Insurance are proud to announce a strategic partnership designed to bolster risk mitigation and resilience within Australia's protected cropping sector. This collaboration combines Achmea Farm Insurance's specialist expertise in glasshouse insurance with PCA's industry leadership, fostering knowledge exchange and connectivity to global best practices. Together, the partnership aims to empower Australian growers to protect their assets, enhance operational continuity, and invest with greater confidence in the face of evolving challenges.

#### Key focus areas of the partnership

1. **Risk mitigation and prevention:** Delivering prevention-led guidance tailored to modern glasshouse operations, with a focus on resilience against extreme weather events, fire and electrical safety and operational continuity.
2. **Knowledge exchange:** Addressing practical challenges faced by Australian growers, including land use planning, sustainability, workforce management, biosecurity, and compliance.
3. **Global best practices:** Facilitating learning from leading international protected cropping markets and applying these insights to strengthen the Australian sector.
4. **Industry events:** Leading sponsor of key industry events, including the Protected Cropping Conference 2027 in Australia and GreenTech 2027 in the Netherlands.

#### Achmea Farm Insurance Chief Client Officer, Glenn Rosbrook

"Our purpose is to keep farmers farming and growers growing. Our new strategic partnership with PCA places prevention-led risk management at the heart of supporting Australia's protected cropping sector.

We respect and recognise PCA's strong commitment to working closely with growers and delivering insights that are highly relevant and tailored to the unique needs of the protected cropping sector. Their focus on supporting innovation and resilience aligns seamlessly with our cooperative approach.

Achmea Farm Insurance is proud to work closely with our colleagues at Hagelunie, a global leader in greenhouse horticulture insurance and also part of the Achmea Group. Together, we bring practical prevention-focused insights on glasshouse risk and operational continuity to Australian growers. Through Achmea Farm Insurance's cooperative approach working in partnership with industry, we aim to reduce risks, strengthen resilience, and deliver on our vision of protecting and enhancing a sustainable future for agricultural communities."

#### Andrew Tout, Chair of Protected Cropping Australia, said:

"Protected cropping is increasingly central to Australia's future food security, providing the



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ability to grow more food, more efficiently and more sustainably. This strategic partnership with Achmea Farm Insurance will be integral in supporting the long-term resilience of our industry, helping growers strengthen risk management practices, build capability, and continue investing confidently in the future of Australian food production.”

### **Sector context**

The protected cropping industry makes a significant contribution to Australia’s agricultural sector, valued at approximately \$4.5 billion annually at farm gate level, and contributing roughly 15–20% of Australia’s vegetable and flower production value.

Industry estimates suggest the sector directly supports more than 10,000 jobs nationally, particularly in regional and peri-urban areas.

Australia’s national protected cropping map identified over 13,000 hectares of protected cropping systems, including 4,500 hectares of greenhouses (glasshouses, polyhouses and polytunnels) and 9,000 hectares of netted systems.

Source: Protected Cropping Australia

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### **About Achmea Farm Insurance**

Achmea Farm Insurance is a specialist, local direct agricultural insurer, backed by more than 200 years of cooperative heritage through the Achmea Group. Thousands of farmers across Australia trust Achmea Farm Insurance to insure their operations. We combine local expertise with an on-farm approach to help keep farmers farming and growers growing.

### **About PCA**

Protected Cropping Australia (PCA) is the peak industry body representing commercial growers Australia-wide who are growing crops within, under, or sheltered by a type of structure. Some of the structures that are included are: floating crop covers, row covers, hail netting, screen and shade houses, poly-tunnels, retractable roof structures, passive ventilated greenhouses, glasshouses, and plant factory rooms. Protected Cropping Australia members produce a range of crops, including vegetables, fruits, berries, leafy greens, herbs, medicinal plants and amenity plants.