



ITALIAN SEED TRADE ASSOCIATION STRENGTHENS ESTA POSITION IN SOUTHERN EUROPE

PRESS RELEASE

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ESA is the voice of the European seed sector. ESA's members are national associations and individual companies active in research, breeding, production and marketing of seeds of agricultural and ornamental plant species. ESA represents more than 7000 seed businesses in the EU and beyond.

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ESA's quality assurance scheme for seed treatment and treated seed, the '[European Seed Treatment Assurance](#)' (ESTA), continues expanding its position as a true EU standard with a sixth National Agent. [Assosementi](#) is now accredited to carry out ESTA in Italy, strengthening the promotion of the scheme in Southern Europe.

ESTA combines a number of elements to guarantee professional, high quality seed treatment applications such as independent certification of treatment sites by accredited auditors, defined quality reference values with a uniform testing protocol, and safe use information and respective labeling for users.

Following Germany, France, the United Kingdom, Spain and Poland, Italy is already the sixth important European seed country establishing a specific national platform for the promotion and management of the European seed treatment quality assurance. *"Today the ESTA scheme is applied in more than 70 sites across Europe; its expansion shows the growing professionalism and commitment of the industry to deliver high-quality treated seeds,"* said Garlich von Essen, Secretary General of ESA. *"With Assosementi as new National Agent for our ESTA scheme, we have won a very strong partner to promote and implement the European seed treatment quality assurance scheme in Italy, and accelerate the establishment of ESTA in Southern Europe,"* continued von Essen.

Every ESTA certified site helps make sure that EU seed companies, farmers and growers alike may safeguard their long-term access to crucial seed and crop protection technologies.

"Assosementi is working hard to support the ESTA scheme in our country and is pleased to have been recognized as official representative for Italy", said Guido Dall'Ara, President of Assosementi. *"We believe that it is necessary to encourage a smooth and productive industrial process with a view to obtaining quality, healthy and safe products, both in respect of operators and environment. Safeguarding seed value through qualified treatments is vital to protect the productivity and quality of the crops. It is proven that, without seed treatments, potential crop losses would exceed 20%, with possible cost increases up to 200%",* added Dall'Ara.

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