

Advancing Seed Innovation: Euroseeds Announces InnovAction Stage 2026 Finalists

Brussels, 20 July 2026

Euroseeds is pleased to announce the 10 finalist companies selected for the Euroseeds2026 InnovAction Stage competition, which will take place on 26-27 October during the Euroseeds2026 Congress in Valencia, Spain.

Under the 2026 theme, **“From Kernel to Code: Innovations in seed treatment, packaging, labelling & traceability,”** this year’s InnovAction Stage will highlight breakthrough solutions that strengthen the seed value chain and support the transition towards more sustainable, efficient and resilient agriculture.

The selected finalists bring forward a broad range of technologies, with a strong focus on seed treatment, seed enhancement, biological inputs, crop resilience and early plant development. Their innovations illustrate the important role of seed-applied technologies, in supporting targeted and efficient input use, healthy germination, reliable crop establishment and early plant vigour. By contributing to resilience against biotic and abiotic stresses, resource efficiency, soil health and more sustainable production systems, these technologies reflect the continued importance of innovation in helping farmers establish productive and resilient crops from the very beginning of the growing cycle.

The following 10 companies have been selected by an independent jury for their innovation potential and their contribution to the future of the seed sector:

- **Agrobiomics** – Developing precision, single-molecule biostimulants, including **Pterica®**, to help crops cope with abiotic stress and improve early establishment through predictable, low-dose biological activity.
- **BioConsortia** – Developer of **Always N™**, a microbial seed treatment that uses naturally occurring nitrogen-fixing bacteria to support crop productivity and nutrient efficiency.
- **Ensemo** – Developing **SeedJection™**, a patented platform that injects beneficial microorganisms directly into seeds, beginning with rhizobia injection in soybean seed and with further applications under development.

- **Insignes Labs** – Advancing **PURE TECHNOLOGY®**, a mineral biostimulant platform designed to stimulate crop development, activate plant defence responses and reduce reliance on synthetic inputs.
- **Lantmännen BioAgri** – Offering **ThermoSeed**, a chemical-free seed treatment process using controlled steam to eliminate seed-borne pathogens while preserving seed germination and vigour.
- **Pewas** – Developing **Aquaholder**, an innovative seed-applied soil conditioner developed to help crops withstand abiotic stress caused mostly by climate change.
- **SaliCrop** – Offering a non-GMO, seed-stage priming technology that prepares crops to better withstand abiotic stresses such as salinity, heat and drought while integrating into existing agricultural workflows and sustainable farming standards.
- **SeedForward** – Advancing **GRASSGUARD®**, a tailored seed coating for grass and pasture crops that supports germination, early vigour, root development and resilience under challenging conditions.
- **Seedrise** – Developing a patented biochar-based seed coating platform designed to improve early growing conditions for young plants while supporting more sustainable agricultural systems.
- **Zayndu** – Applying cold plasma technology through its **ActivatedAir** system to prime seeds, improve germination and support higher crop performance without agrochemicals.

Garlich von Essen, Secretary General & CEO of Euroseeds, commented:

"We are proud to present this new cohort of InnovAction Stage finalists. The diversity of their innovative approaches and products is testimony to the fast-evolving landscape of agricultural technologies in general and of seed treatment related innovations in particular. Each of these companies brings practical, forward-thinking solutions to the table, solutions that will help drive efficiency, sustainability, and competitiveness of the seed sector."

The finalists will present their innovations live during the **Euroseeds2026 Congress**, taking place in Valencia from **25 to 28 October 2026**, with InnovAction Stage presentations scheduled for **26–27 October**. The competition offers start-ups, SMEs and partnerships an opportunity to showcase their technologies to the European and international seed community, connect with potential partners and customers, and compete for the title of **Euroseeds2026 InnovActor**.

The Euroseeds InnovAction Stage continues to serve as a platform for emerging and established innovators to demonstrate solutions that can contribute to the future of plant breeding, seed innovation and sustainable agriculture.

A detailed programme will be available on [the Euroseeds Congress website](#).



Rue Belliard 40

1040 Brussels

secretariat@euroseeds.eu

www.euroseeds.eu

#GrowingTheFuture

