



ISTA
Seed Quality Assurance



Bassersdorf, Switzerland
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Press Release

2019 INTERNATIONAL RULES INCLUDES A NEW SPANISH VERSION – SeedInfo Magazine

The International Rules for Seed Testing are ISTA primary instrument to promote uniformity in seed testing. The ISTA Rules have 19 sections that provide definitions and standardized methods to be used in, for example, sampling, testing seed lot quality and reporting results for international trade. The ISTA Rules are also a useful reference guide to germination conditions and methods for over 1000 species.

Every year the ISTA membership meets, discuss and vote on the Proposed Changes to the ISTA International Rules for Seed Testing and the associated method validation reports under the guidance of the ISTA Technical Committees. At the 2018 ISTA Annual Meeting in Sapporo, Japan the ISTA Designated members voted on the 2019 Edition with a new Rules Chair and Vice-chair, Ernest Allen and Sue Alvarez, correspondingly.

The new edition plans to incorporate not only the changes voted on Sapporo but also incorporate the corporate branding colours and layout formatting, but most important is that it will include a new language version, Spanish.

ISTA have realized the significance of having the International Rules for Seed Testing in Spanish and what it means for Spanish-speaking countries to acquire and read them in their own language. More than 400 million people speak Spanish as a native language, making it the second most spoken language in the world. Currently, ISTA has with 9 accredited laboratories from Latin America and 2 more from Spain, but we will like to gain more brand awareness in the area.

Next year on January ISTA will implement a new marketing strategy focused in the Spanish speaking countries. On the moment we are developing this strategy, which goal is to gain brand recognition and a wider reach in the market.

CONTACT

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ABOUT ISTA

Founded in 1924, with the aim to develop and publish internationally agreed rules for seed sampling and testing, accredits laboratories, promotes research, provides international seed analysis certificates and training, and also disseminates knowledge in seed science and technology. ISTA members are over 85 countries/distinct economies worldwide and they work together to achieve their vision of 'Uniformity in seed quality evaluation worldwide'. This facilitates seed trading nationally and internationally, and also contributes to food security.





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As most of you all know, the ISTA Rules are in an electronic format and this new year we will follow the same tendency with the incorporation of the new language. ISTA hopes that the membership finds having the ISTA 2019 Rules useful and a step forward in membership services.

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