**FOR IMMEDIATE RELEASE**

**Tersan Puglia Partners with Biome Makers to Revolutionize Soil Health in Italy**

Davis, California, July 3rd, 2024 - Biome Makers is proud to announce a new partnership with Tersan Puglia, who will become the official representative of BeCrop® technology in Italy. This collaboration aims to enhance soil health and promote sustainable agriculture practices across the region.

Tersan Puglia, a leading biofertilizers producer under the brand BioVegetal, will now offer BeCrop technology alongside its existing products and services portfolio. This will enable Tersan Puglia to provide comprehensive, biology-based soil recommendations to both small and large farmers, thereby supporting their agricultural productivity and sustainability goals.

*“This collaboration will enable us to offer our clients advanced soil health solutions that are crucial for sustainable & regenerative agriculture. Restoring biological soil fertility to reverse the degradation is the key challenge for the agricultural world in the years to come,”* said Luca Brenna, Tersan Puglia Commercial Director. “*By partnering with Biome Makers, we are confident that we can make a strong contribution to solving this momentous challenge.”*

Through the partnership, Biome Makers and Tersan Puglia will focus on promoting sustainable agriculture in southern Italy. The collaboration will involve:

**- Field Trials and Data Collection:** Conduct extensive field trials to collect data on soil health and crop performance using BeCrop technology.

**- Farmer Education and Training:** Organizing workshops and training sessions for farmers to educate them on the benefits of soil biology and how to implement sustainable practices. These sessions will cover topics such as nutrient management, soil biodiversity, and the use of biological inputs.

**- Customized Recommendations:** Providing farmers with personalized recommendations based on the results of BeCrop® soil health analyses. These recommendations will help farmers optimize their use of inputs, reduce chemical usage, and improve crop yields sustainably.

- **Integrated Services:** Combining BeCrop’s advanced soil health analytics with Tersan Puglia's existing services to offer a holistic approach to soil management. This integration will enable farmers to make more informed decisions and adopt practices that enhance soil health and sustainability.

By leveraging Tersan Puglia's local expertise and customer relationships, the partnership aims to drive widespread adoption of sustainable agriculture practices in Italy, ultimately contributing to improved soil health, increased crop productivity, and long-term environmental sustainability.

“We are excited to partner with Tersan Puglia and bring BeCrop® technology to more farmers in Italy and beyond,” said Adrian Ferrero, CEO and co-founder at Biome Makers.

Biome Makers strongly commit to recovering soil health and empowering farmers with actionable soil biology insights by nurturing partnerships with notable agribusinesses, associations, and organizations like Tersan Puglia. BeCrop® technology is currently utilized worldwide by over 21,500 farmers and 2,000+ agribusinesses across 201 crops in 56 countries.

For media inquiries and collaboration opportunities, please contact:

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**About Biome Makers**

Founded in the Bay Area of California in 2015, Biome Makers is one of the foremost global AgTech leaders, setting the standard in soil health with BeCrop® technology. Built on industry-leading soil microbiome and machine learning expertise, Biome Makers connect soil biology to agricultural decision-making to optimize farming practices and reverse the degradation of arable soils. With labs across the globe, customers on 6 continents, and 1.7MM+ acres of land impacted, Biome Makers revitalizes soil functionality and agricultural sustainability worldwide. For more information, visit<https://biomemakers.com/>

**About Tersan Puglia**

Founded in 1974, Tersan Puglia was the first company in Europe to produce organic fertilizers under the BioVegetal brand name. Always convinced that everything in agriculture is based on soil health and the preservation of the soil microbiome, it restores biological soil fertility with its superior Biovegetal biofertilizers and - together with the agronomic services in its portfolio - supports both small and large-scale farmers in sustainable agronomic management.

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