

# PRESS RELEASE

Beaufort-en-Anjou, 11 May 2026

## **Cérence accelerates its strategy in seed technologies and focuses on innovation with the acquisition of SEED IN TECH**

**Five years after its creation, Cérence, a subsidiary of the Terrena Group, is taking a new step in its development and accelerating its positioning in seed technologies with the majority acquisition of SEED IN TECH.**

SEED IN TECH is a French research and development company specialising in seed activation technologies, particularly priming, a key factor in improving crop performance and consistency. *“This acquisition represents a pivotal step in our strategy. It strengthens our expertise and accelerates the development of innovative, high-value-added solutions for seed companies and farmers,”* said Luc Saint Bonnet, CEO of Cérence.

### **Smart Priming®, a technological solution to the challenges of crop establishment**

Developed primarily for vegetable crops, SEED IN TECH’s technologies improve crop establishment quality and ensure a secure start to the growing cycle, in an increasingly demanding climate. Its **Smart Priming®** technology is a real differentiating factor in the priming market. It combines performance in terms of germination dynamics, improved seed storage and better protection of young seedlings.

Based on a bio-inspired and bio-based stimulation approach, it activates the seed’s natural metabolic processes and helps to strengthen the vigour and defence mechanisms of young seedlings, going beyond the expected effects of conventional priming. **SmartPriming®** technology is underpinned by a solid scientific foundation, the result of development within the laboratories of the Institut Jean Pierre Bourgin (UMR INRAE / AgroParisTech) and the support of SATT Paris-Saclay .

*“Joining Cérence means giving our technologies the means to scale up. By combining our expertise in priming with its industrial and commercial capabilities, we will accelerate their deployment to serve the sector,”* emphasises Frédéric Chauffour, co-founder of SEED IN TECH.

### **Cérence strengthens its technological offering to support agronomic performance**

With this acquisition, Cérence strengthens its R&D capabilities and expands its range of seed technologies. Already recognised for its industrial expertise in disinfection, film coating and seed coating, the company is thus completing its portfolio of solutions and services. The objective is clear: to offer seed companies a comprehensive, integrated technological offering, combining scientific innovation, agronomic expertise and industrial know-how.

## Expanding seed production to benefit local areas

This move is also part of a drive for regional development. It opens up opportunities to strengthen and expand the network of seed multipliers, contributing to the development of vegetable seed production and the creation of value in local areas.

## Towards more resilient crops: Cérence's technological ambition

With SEED IN TECH, Cérence confirms its ambition to become a leading technology partner for seed companies. *"We are embarking on a new phase of development, with a clear ambition: to provide long-term support to seed companies with high-performance and innovative technologies,"* concludes Luc Saint Bonnet.

### About Cérence

Founded in 2021 following the merger of Terrena Semences and Jouffray-Drillaud, Cérence has structured its development through several key stages, including the acquisition of Vandinter Semo in 2024, which strengthened its European presence, and the roll-out of an ERP system in 2025 to support the growth and industrialisation of its activities.

Cérence has established itself as a leading partner for seed companies. Today, the company supports over 100 clients in maximising the value of their genetics, from seed multiplication to industrial processing and seed technologies, drawing on a network of around 1,500 seed-producing farmers.

It offers an integrated range of services, from variety development to marketing, covering forage seeds, alfalfa, cover crops and protein crops, sold in over 40 countries. It is also a major player in biosolutions in France, particularly in the adjuvant and biocontrol markets.

### About Seed In Tech

Founded in 2021, SEED IN TECH is a French research company specialising in seed technologies. With recognised scientific and R&D expertise, it develops innovative solutions for seed companies, including the **Smart Priming**® technology. This innovation comes from fifteen years of research in seed biology and metabolic and cellular mechanisms carried out at the Jean-Pierre Bourgin Institute (INRAE, AgroParisTech, Université Paris-Saclay). Following this research, the project to develop the Smart Priming innovation was launched in 2016–2017 with the support of INRAE, AgroParisTech and SATT Paris-Saclay

Photo attached

### Further reading:

#### **Laurent Victor**

Marketing Director, Cérence  
lvictor@cerience.fr

#### **Aurélié Jean**

Head of Communications, Cérence  
ajeau@cerience.fr