



AIPSA

Andrea Sandini, Chairman Aipsa
GME, Milano 30/05/24



Aipsa

AIPSA was founded in 2007 with the aim to promote the use of growing media of guaranteed quality;

AIPSA has 22 members, local producers, distributors, importers, of growing media, soil improvers and components material;

Members AIPSA globally represent about 75% of the total economic value of the growing media sector;



Members

Ageon S.r.l
Agrochimica S.p.a
Armando Garelo di M. & A. S.a.S
Bioflor S.r.l
Cifo S.r.l
COMPO Italia S.r.l
Europomice S.r.l
Fap S.r.l
Fertil S.r.l
Floragard Vertriebs GMBH
Geotec S.r.l
Greenview S.r.l
Klasmann-Deilmann Italia S.r.l
Nord Torf S.r.l
Nuova Flesan S.r.l
Perlite Italiana S.r.l
Pierucci Agricoltura S.r.l
TerComposti S.p.a
Terflor S.r.l
Turco Silvestro S.n.c
Vigorplant Italia S.r.l
Vitaflor S.r.l



Board

Andrea Sandini (Geotec srl) – **Chairman**;
Flemming Hansen (Nuova Flesan srl) –
Vice-president
Monica Cadei (Terflor srl);
Marco Petranca (Vigorplant Italia srl);
Sergio Armari (Compo Italia srl);
Filippo Colleoni (Fertil srl);
Riccardo Billi (Europomice srl).

CTS - Scientific technical committee

Patrizia Zaccheo;
Laura Crippa;
Costantino Cattivello;
Paolo Notaristefano;

Coordinator: Paolo Notaristefano

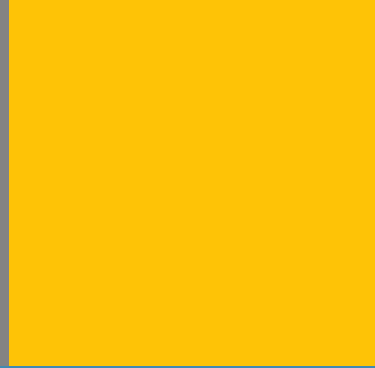
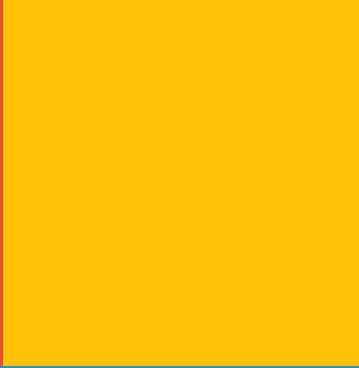
WG Technicians

Carlo Valsecchi - Ageon srl;
Andrea Brignac - Agrochimica spa;
Carlo Parodi - Armando Garelo Sas;
Bartolomei - Bioflor srl;
Maria Chiara Siciliani - Cifo srl;
Nunzia Guerra - Compo Italia srl;
Luca Saino - Europomice srl;
Enrico Scapin - FAP srl;
Giacomo Bertazzoli - Fertil srl;
Domenico Masiero - Geotec srl;
Victor Hellweker - Klasmann Italia srl;
Silvia Rossi - Nuova Flesan srl;
Lorenzo Biloni - Perlite Italiana srl;
Alessandro Guarneri - Tercomposti spa;
Roberto di Terlizzi - Terflor srl;
Gabriele Mascheroni - Turco Silvestro snc;
Elisa Goi - Vigorplant srl



Aims

- To support interests of the growing media industry to Government, Governmental bodies, consumers and other organizations;
- Provide companies with up-to-date guidance on regulations and technical aspects;
- Coordinate research activities in collaboration with the production sector;
- Participate in dissemination activities related to cultivation means;
- Serve as a reference body for training;



The focus over the next two years will be on promoting communication initiatives, training, studies, and applied research. A fundamental element will be to support a close dialogue between substrate producers, floriculturists, garden centers, retailers, and those conducting basic and applied research, without forgetting attention to the end consumer.

Education and communication



Organisation of workshops

28/04: Urban green areas and biophilia

12/09: Study of wood fibre: preliminary results of a greenhouse test



Organisation of courses for agronomists, technicians and growers;

Survey what do you think about growing media?
Interview with growers and retailers



UNI TC 406 – Fertilizers working group - WG GL02 - Soil improvers and Growing media.
Coordinator Daria Orfeo

CEN TC 223 – Soil improvers and Growing media
Patrizia Zaccheo, Laura Crippa
Project leaders of two EN Standards

Research and Activities



**Characterization
of different type
of wood fiber**



**Guidelines,
spent substrates**



**Analysis of
different
compost,
evaluation of
parameters for
use in
horticulture**



Italian market

The European flower and ornamental plant production is valued at €9.4 billion, with over 33,000 enterprises operating on 55,600 hectares. The 40% of the world's floriculture is produced in Europe.

The Netherlands is the market leader, followed by **Italy**, Germany, Spain, France, Denmark and Portugal.

Italy

The story of gardening

- From the *hortus conclusus*, ("fenced garden") of the medieval period, to the **Italian garden** born in the 16th century
- In 1849 was born the **first nursery** in Pistoia
- In 1859 the Faculty of Agriculture of **Florence** began to cultivate some flowering plants for important Florentine villas «Beginning of the local floriculture»



KEY DATA



**Market Observatory
of Growing Media**



Professional – Hobby



**Since 2016
Quarterly reports
Performance assessment**

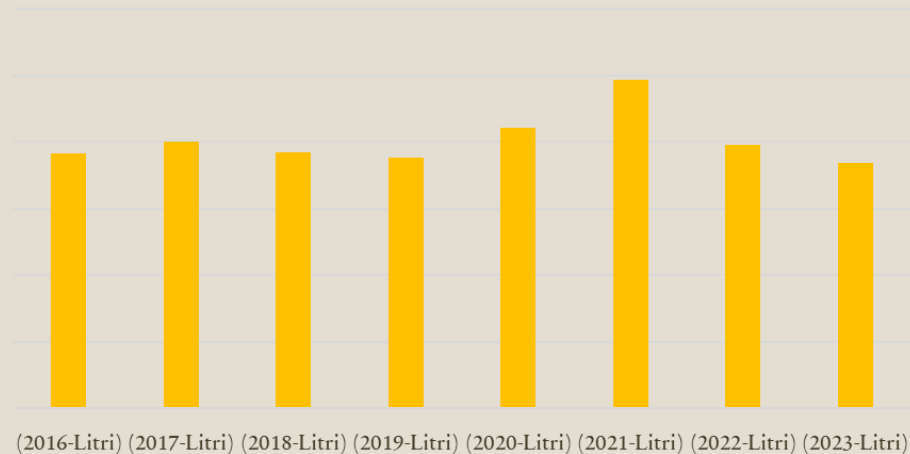


**Floriculture, nursery,
propagation, technical
green - Sales channels,
brand, ...**

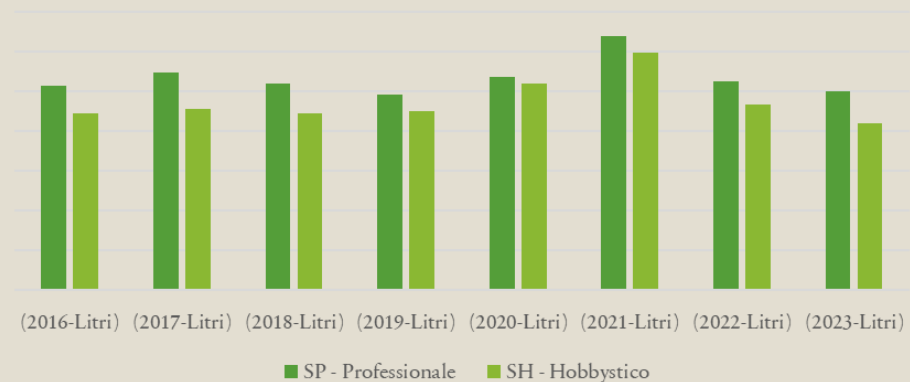


Data

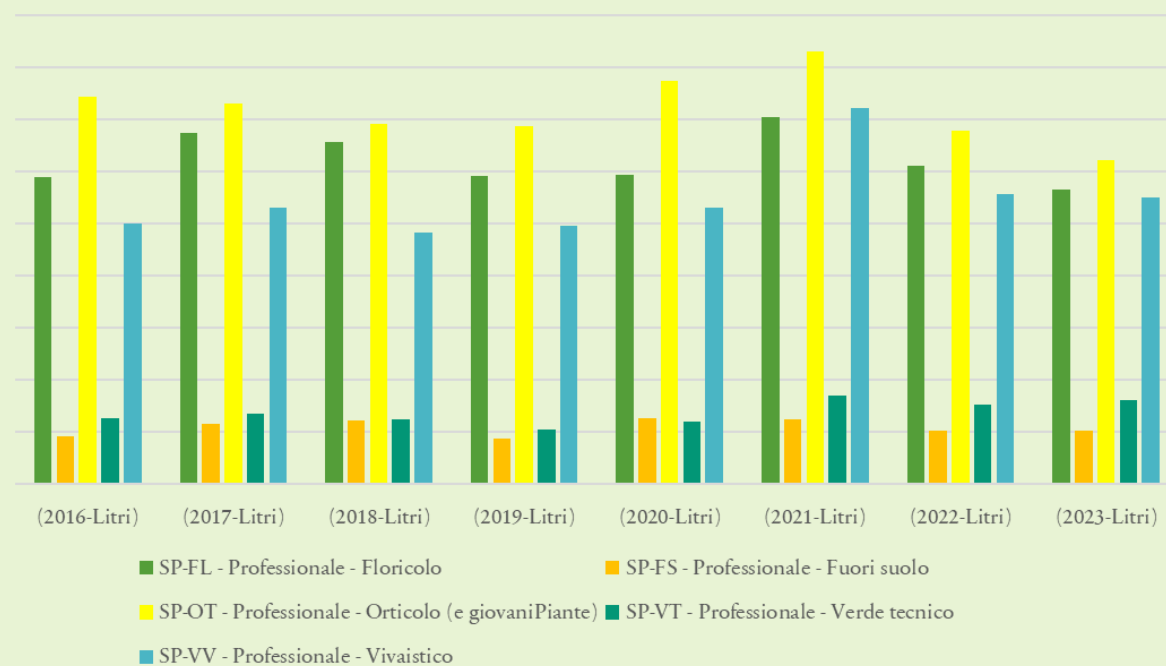
Growing media total All – Quantity



Growing media Professional – Hobby - Quantity



Quantity – Professional use



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