INTRODUCING: OPERATION HEAT

Honoring Emergency Action Teams

Betaseed is proud to introduce **Operation HEAT** (Honoring Emergency Action Teams), a donation initiative for a major piece of equipment for the Volunteer Firefighters that serve our Betaseed communities. This is a targeted donation, and its success depends on you, our independent sales agents.

---

1 What is Operation HEAT?

Operation HEAT is Betaseed's way of supporting the volunteer fire organizations that serve the communities in our sugarbeet growing regions.

Through this initiative, selected organizations will receive a donation of $20,000 to support their ongoing efforts and needs, as well as emphasize the importance of safety and expertise, two things essential to Betaseed and Volunteer Firefighters.

3 How Do I Nominate?

The nomination period is now open! From now until January 4, 2027, ISAs will have access to a private nomination form sent via email. Official rules are also listed in your nomination form.

2 How are ISAs Involved?

As an ISA, you are uniquely positioned to identify and nominate deserving volunteer fire organizations in your region.

Only organizations that are nominated will be considered for the donation, so your participation is essential.

4 How are the Recipients Chosen?

After the nomination period, the regional sales managers will convene to choose a recipient. Recipients will then be contacted and the donations given accordingly. Recipients must purchase within a year of the award.

View the official Operation HEAT rules →

For more information, please contact your sales manager.