A Growing Problem: Keeping Fields Green

Sugarbeet growers have seen an increase in the incidence and severity of Cercospora Leaf Spot in recent years—reducing sugar production in plants and robbing growers of yields. While once well-managed with fungicides, Cercospora has developed a strong resistance to traditional treatments. This has led to an increase in the frequency of applications even as their efficacy fades. Tolerant seed varieties have offered an alternative approach to aggressive spraying, but these varieties often bring a steep drop-off in yields. The situation has grown into a regional crisis. One that has impacts to costs, equipment and time management.

A New Ally

With the introduction of the CR+ trait, growers finally have an edge in the battle with Cercospora. The new seed trait developed by KWS and available in select Beta-seed varieties offers a genetic tool that can protect plants while also safeguarding yields. It is a revolutionary discovery that finally bridges the gap between protection and performance. Perhaps most encouraging, acres planted with the CR+ trait require significantly less spraying. This saves both time and money—helping growers get off the sprayer and on with life. CR+ is raising the bar

Cercospora Management. No Compromises.

- Reduction in spraying programs
- Healthier plants
- Isolation of disease
- Lasting protection through harvest
- Reduced chemical load on fields
- Better yield under disease presence
- No yield drag in absence of disease
- Consistent sugar content

PRODUCTIVITY

The CR+ trait offers Protection and Performance

Spray Less Yield More with the CR+™ Trait – A revolution in Cercospora tolerance

Scan code with your smartphone to watch a short video on one growers experience with the CR+ trait

 Glyndon, MN Strip Trial. CR+ Tolerant Varieties inside the yellow lines.
For over five decades, Betaseed has been the sugarbeet industry’s leading seed provider, breeding solutions that mitigate pests and disease while driving yield higher for growers across the country. This focus has spawned varieties that thrive in each of our 11 regions while addressing diverse geographic and regional challenges.

A large driver of Betaseed’s success has been a collaboration with our parent company KWS. Their global, research-driven solutions combine with our local breeding expertise to deliver an unmatched ability to meet grower needs. It’s a partnership that will become even more important in the future as we continue to cultivate the next generation of seed.

Contact your sales representative to learn more about varieties available for your farm.

Cody Lehman
Key Accounts Manager
Phone: 701-361-1703

©2022 Betaseed and KWS Seeds LLC. All rights reserved.
MultiSource and CR+ are trademarks of KWS. www.betaseed.com