

BETASEED[®]



BREEDING CONFIDENCE

WESTERN
SUGAR
SOUTH

2026
PRODUCT
GUIDE

THERE'S A
SCIENCE TO
BREEDING
CONFIDENCE.

WHERE PROVEN SCIENCE MEETS PERFORMANCE.

At Betaseed, we're using advances in science to optimize the potential of every seed you plant. Our state-of-the-art breeding and testing process takes up to ten years. It's the only way to ensure the hybrid your Betaseed rep recommends has the best traits to manage disease and drive yields on your farm.

THE RIGHT TREATMENTS

Our sugarbeet seeds are specially treated to give them an extra layer of protection from seedling pests and diseases. In addition, the right treatment provides a wider window of opportunity for pesticide applications. Betaseed offers you unique solutions tailored specifically for your region.

WESTERN SUGAR SOUTH REGION SEED TREATMENTS



**BetaShield®
COMPLETE**

Allegiance, Thiram
Tachigaren 20g,
Poncho Beta, Kabina

A DECADE OF R & D IS BEHIND EVERY SEED YOU PLANT.



YEARS 1-3

**BREEDING
BEGINS**

HAND CROSS

Development of a parent with genetics for increased productivity.



SELFINGS

The first step in seed multiplication.



PARTITIONS

Production of test hybrids for early-generation decisions.

YEARS 4-6

**TESTING
SELECTION**



EXPERIMENTAL HYBRIDS

Production of potential candidates for official variety trials (OVT).



YEAR 7

**SEED
PRODUCTION**

PRE-BASIC

A genetically pure increase of selected parent/breeder seed.



BASIC SEED

Seed planted to grow parents for commercial varieties.



COMMERCIAL SEED

Seed grown, processed and OVT tested to meet customer demand.

YEAR 8-10

**FINAL
TESTING &
DELIVERY**



SEED DELIVERY

You plant the right variety for your farm with confidence.

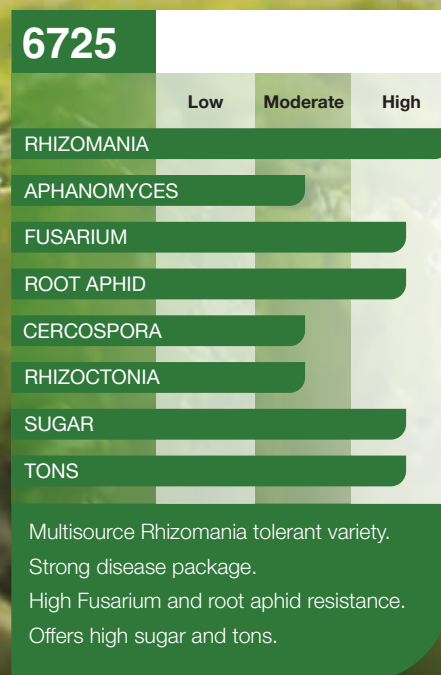
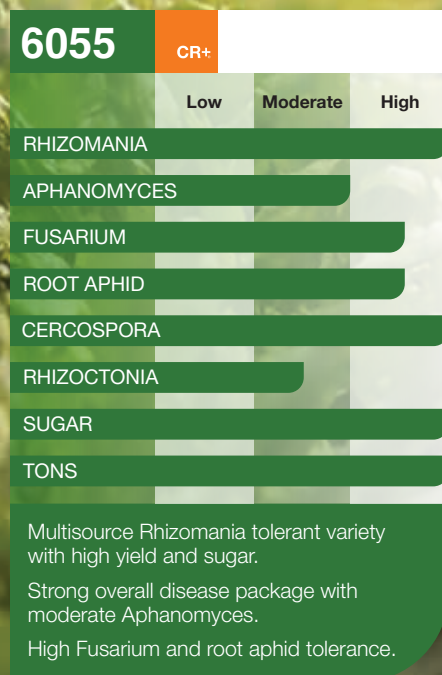
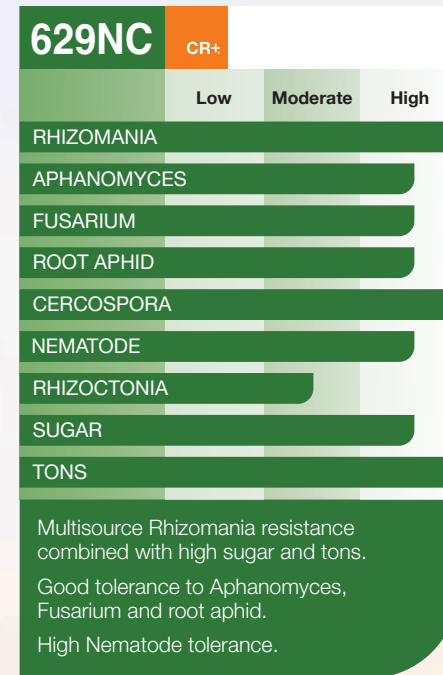
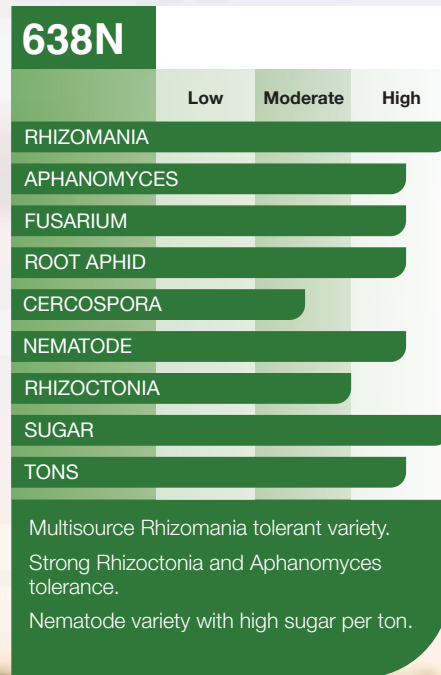
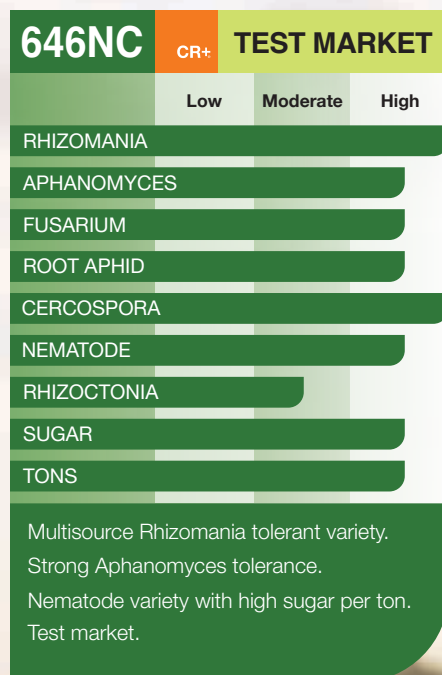


SCAN TO
WATCH
VIDEO



VARIETIES FOR 2026

The hybrids in this guide were developed with research-driven solutions combined with our local breeding expertise to produce the industry's highest performing, most consistent seeds. Each variety was painstakingly researched, bred and tested over multiple seasons to make sure it has what it takes to thrive on your farm.



PLANT BREEDERS



2 3 4

Thomas Keeps



2 3 4

Tiffany McKay-Williams



1 6 7 8

Margaret Rekoske



5 9

Pat O'Boyle

MEET THE BETASEED BREEDERS



1
7
8

Blake Buck
Key Account Manager



2

Clarke Alder
Sales Manager
Idaho Independent Sales Agents

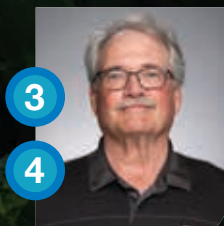
Vaughn Casdorph
Jim Chapman
Bo Isham



2

Dave Bergh
Sales Representative

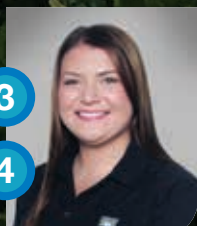
Aaron Bates
Wendell Robinson



3
4

Steve Skaalure
Sales Manager

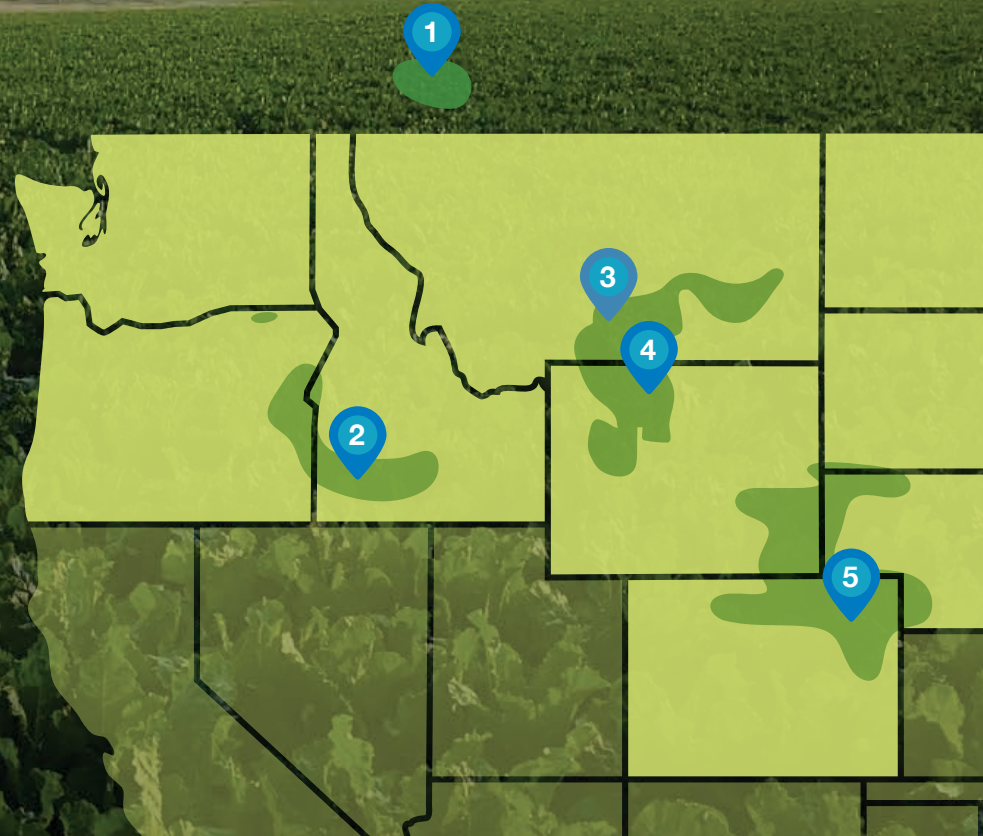
WSN & Wyoming Sugar Independent Sales Agents
Sales Agents
Dan Madden
Mike Hjelvik



3
4

Leah Wimmer
Sales Manager

Dale Icopini
Scott Reisig
Peter Kukowski



BETASEED

1 LANTIC, INC.

2 IDAHO

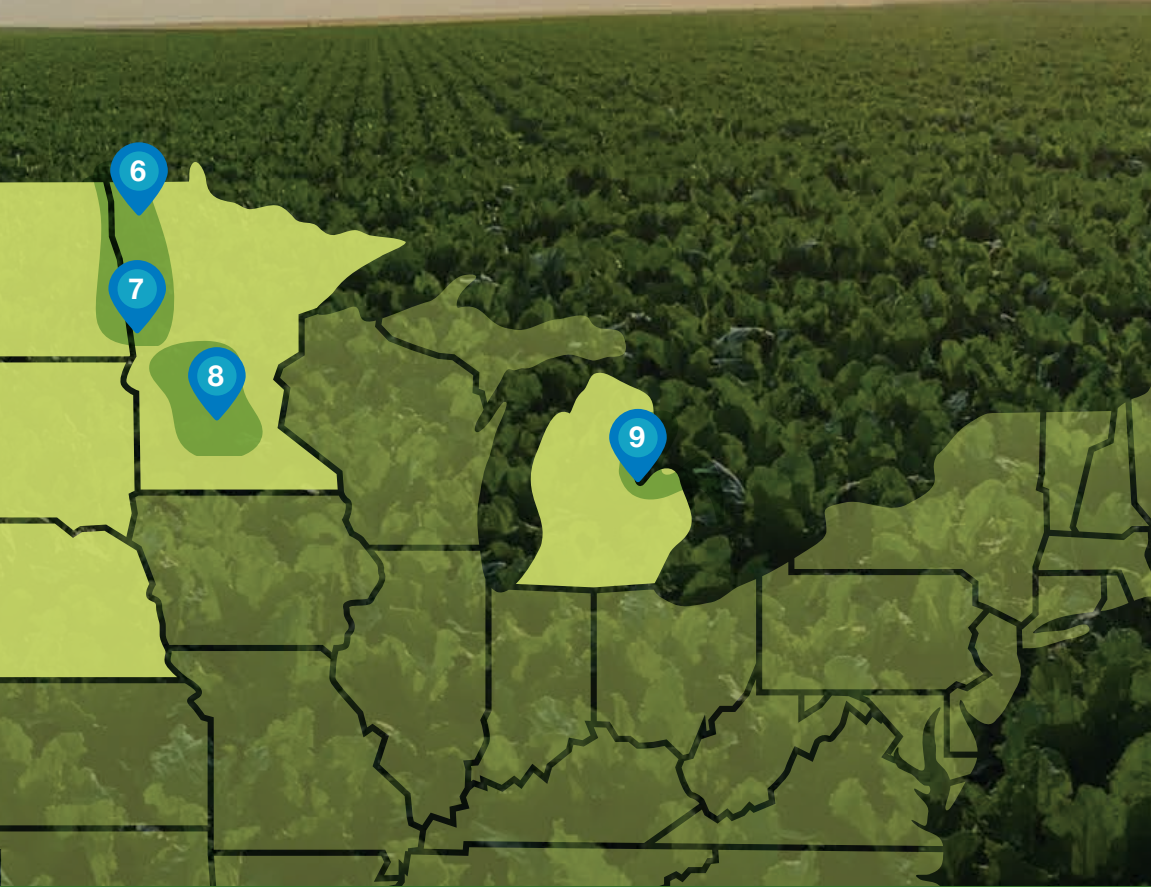
3 WESTERN SUGAR NORTH

4 WYOMING

5 WESTERN

6 AMERICAN

AND SALES EXPERTS IN YOUR REGION.



GROWING REGIONS

SUGAR

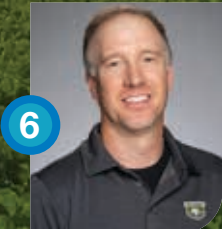
7 MINN-DAK FARMERS COOP

SUGAR SOUTH

8 SOUTHERN MN BEET SUGAR COOP

CRYSTAL SUGAR

9 MICHIGAN SUGAR



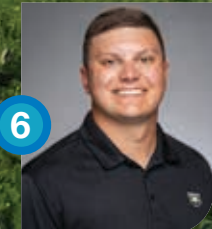
John Samdahl
Regional Sales Manager

American Crystal Sugar
Scott Edgar
Lance Woinarowicz
Tim Leshuk



Sydnie Shepherd
Sales Manager

Independent Sales Agents
Jordan Sagert
Dave Svobodny
Josh Tommerdahl



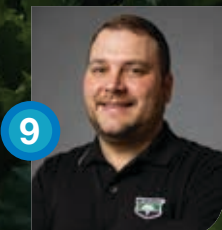
Steven Taves
Sales Associate

Ben Askegaard
Curtis Funk



Ryan Reuter
Sales Manager

Western Sugar South
Independent Sales Agents
David Blach
Ronald Blach
Mike Burdette
Aaron Worley
Ed Croissant
Dan Melcher
Mark Spaur
Brian Specht
Carl Lux
Adam Hayward



Brian Groulx
Sales Manager

Michigan Sugar
Independent Sales Agents
Dennis Bischer
Rick Gerstenberger
Jim Roggenbuck
Bryan Bauer
Todd Stoneman
Rob McKerrall

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BREEDING CONFIDENCE

**CONTACT YOUR BETASEED REP TO LEARN MORE
ABOUT VARIETIES AVAILABLE FOR YOUR FARM**



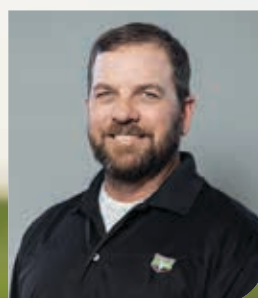
RYAN REUTER
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308-765-0384



MIKE BURDETTE
IND. SALES AGENT
970-768-4106



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IND. SALES AGENT
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MARK SPAUR
IND. SALES AGENT
970-290-9298



CARL LUX
IND. SALES AGENT
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RONALD BLACH
IND. SALES AGENT
970-630-2382



ED CROISSANT
IND. SALES AGENT
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ADAM HAYWARD
IND. SALES AGENT
308-289-0079



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ABOUT
BETASEED