

BETASEED®



BREEDING CONFIDENCE

THERE'S A
SCIENCE TO
BREEDING
CONFIDENCE.

MICHIGAN
SUGAR

2026
PRODUCT
GUIDE

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.

MICHIGAN REGION SEED TREATMENTS



BetaShield®

Allegiance, Thiram,
Tachigaren 20g,
Kabina

MICHIGAN/ONTARIO REGION SEED TREATMENTS



BetaShield®

Allegiance,
Thiram,
Vibrance



**BetaShield®
COMPLETE**

Thiram,
Vibrance,
CruiserMaxx

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.

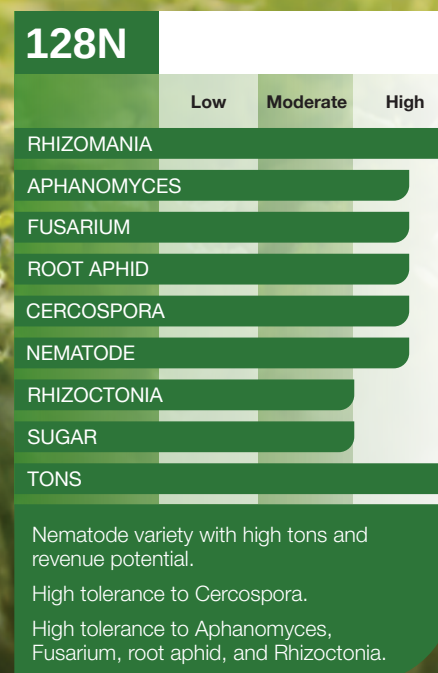
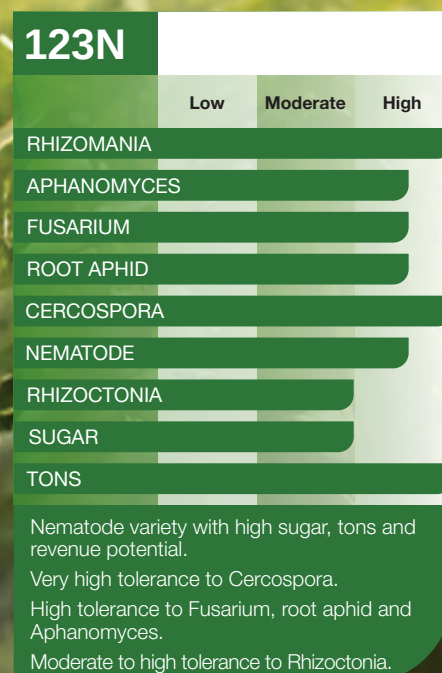
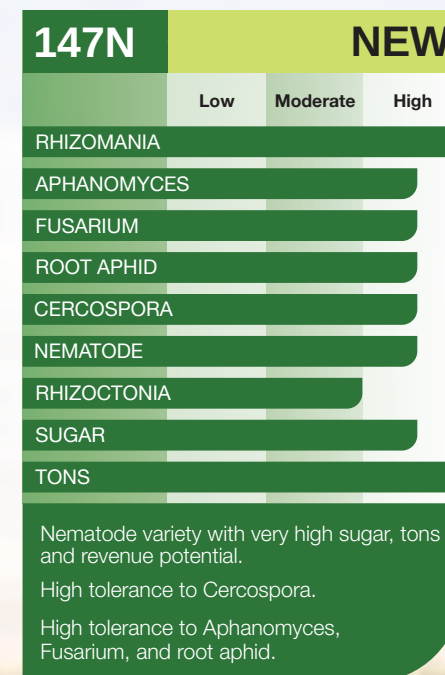
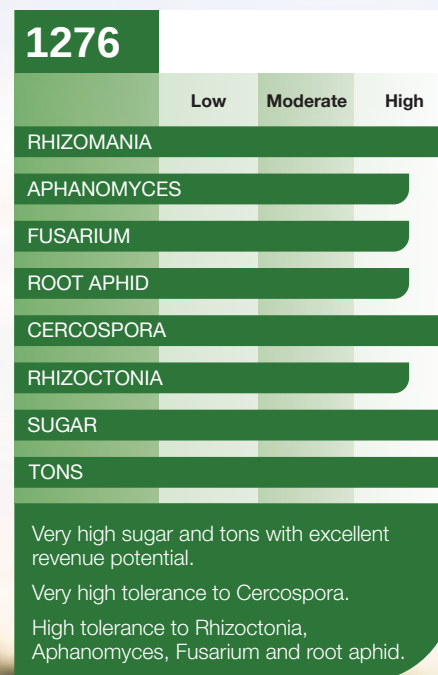
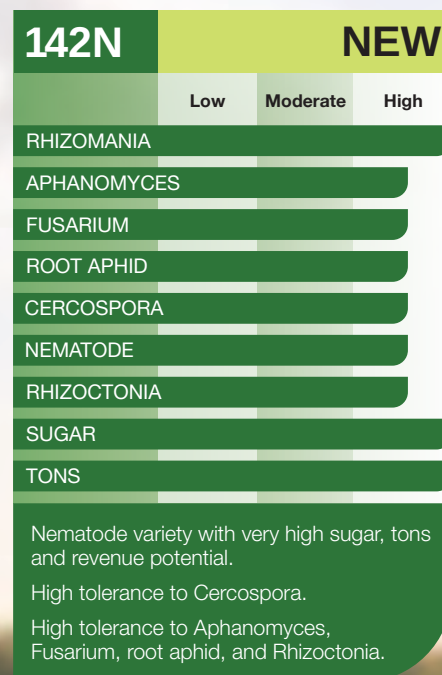
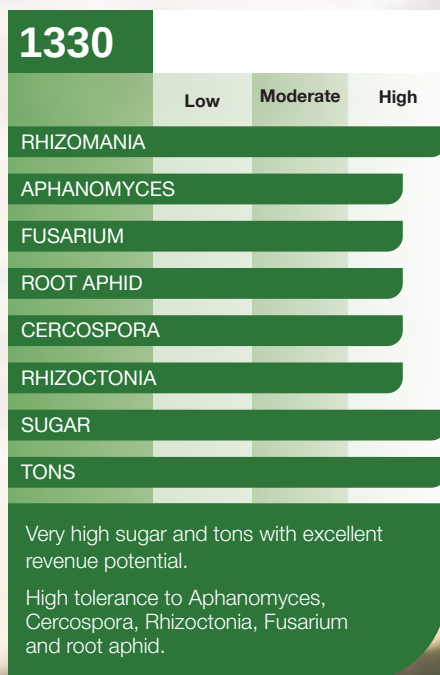


SCAN TO
WATCH
VIDEO



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.



*Varieties noted as new are pending approval, please check with your sugar cooperative for updated information.

PLANT BREEDERS



2 3 4

Thomas Keeps



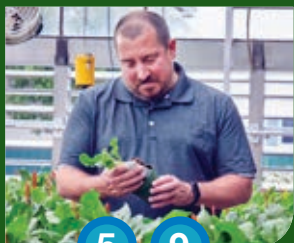
2 3 4

Tiffany McKay-Williams



1 6 7 8

Margaret Rekoske



5 9

Pat O'Boyle



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

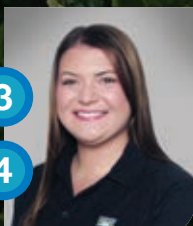
Aaron Bates
Wendell Robinson



3
4

Steve Skaalure
Sales Manager

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

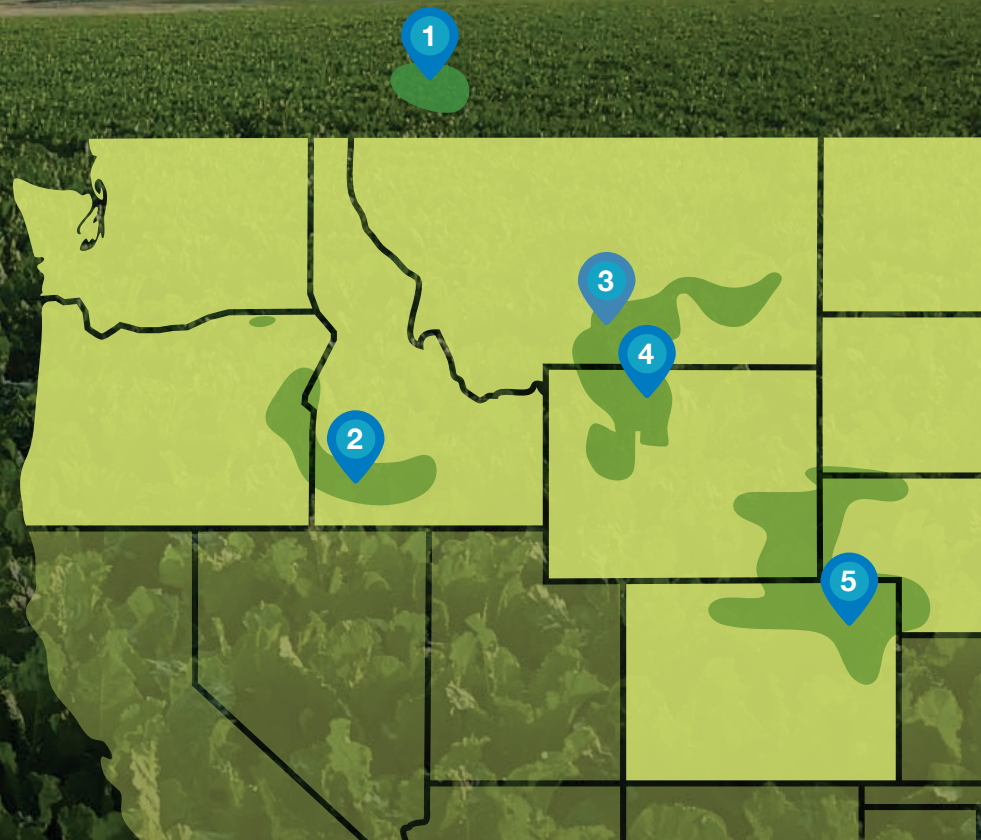


3
4

Leah Wimmer
Sales Manager

Dale Icopini
Scott Reisig
Peter Kukowski

MEET THE BETASEED BREEDERS



BETASEED

1 LANTIC, INC.

2 IDAHO

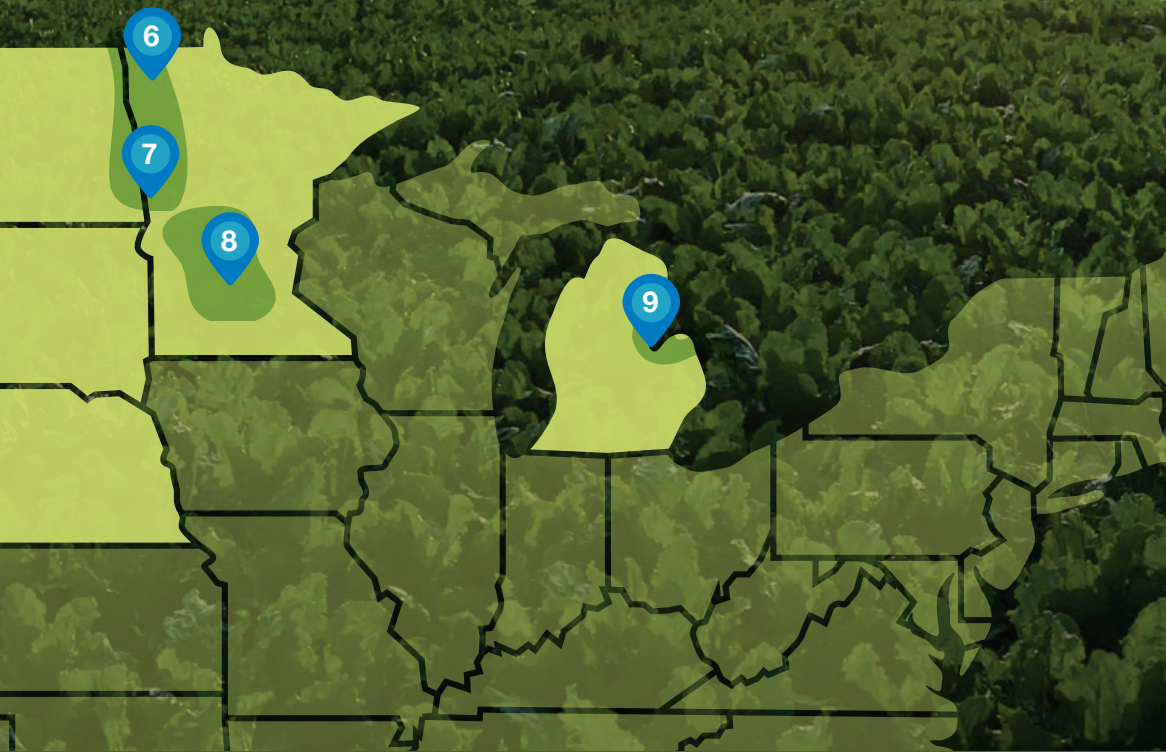
3 WESTERN SUGAR NORTH

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

6

John Samdahl
Regional Sales Manager

6

Sydnie Shepherd
Sales Manager

6

Steven Taves
Sales Associate

American Crystal Sugar
Scott Edgar
Lance Woinarowicz
Tim Leshuk

Independent Sales Agents
Jordan Sagert
Dave Svobodny
Josh Tommerdahl

Ben Askegaard
Curtis Funk

5

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

9

Brian Groulx
Sales Manager

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



BREEDING CONFIDENCE

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



BRIAN GROULX
SALES MANAGER
989-573-1677



DENNIS BISCHER
IND. SALES AGENT
989-551-4416



RICK GERSTENBERGER
IND. SALES AGENT
810-705-1762



ROB MCKERRALL
IND. SALES AGENT
519-358-3606



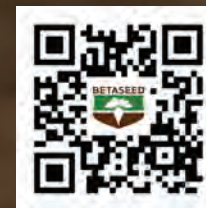
JIM ROGGENBUCK
IND. SALES AGENT
989-550-8192



BRYAN BAUER
IND. SALES AGENT
989-233-6685



TODD STONEMAN
IND. SALES AGENT
989-620-5152



SCAN TO LEARN MORE
ABOUT BETASEED

