

MORE BUILT INTO EVERY SEED

BETASEED®

MICHIGAN SUGAR
2027 PRODUCT GUIDE

SCIENCE + INNOVATION

2027 VARIETIES

REGIONAL EXPERTISE

WHAT STANDS BEHIND EVERY VARIETY.

Seed treatments are tools that help to protect the many challenges an emerging Sugarbeet crop endures. Betaseed seed treatment packages protect each of our hybrids with premium safeguards from a wide range of early season diseases and pests.

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.

MICHIGAN REGION

BetaShield® COMPLETE — Ultipro,Thiram, Tachigaren 20g, Kabina, Cruiser 5FS

ONTARIO REGION

BetaShield® COMPLETE — Ultipro,Thiram, Vibrance, Maxim, Apron, Cruiser 5FS

THE JOURNEY BEHIND EVERY BETASEED HYBRID

YEAR 1 2 3 4 5

NEW LINE CREATION ····· EARLY GENERATION TRIALS



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.



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



TREATMENT PROTECTION*

ULTIPRO (MI/ONT)
Proprietary seed activation and priming technology. Designed to support uniform emergence.

ALLEGIANCE (MI)
Systemic protection against early-season oomycete fungal diseases, specifically Pythium damping-off, seed rot, and systemic downy mildew.

THIRAM (MI/ONT)
Protection from seed decay, damping-off, and seedling blights caused by fungi namely Phoma betae.

TACHIGAREN (MI)
Seedling protection from early-season Aphanomyces root rot and damping-off.

KABINA (MI)
Early-season protection from Rhizoctonia.

VIBRANCE (ONT)
Early-season protection from Rhizoctonia.

MAXIM (ONT)
protection from seed decay, damping-off, and seedling blights caused by fungi.

APRON (ONT)
Systemic protection against early-season fungal diseases.

CRUISER 5FS (MI/ONT)
Early-season broad spectrum insect protection.

*Please read and follow all pesticide and seed labels. Similar component chemistries within seed treatment packages may be used interchangeably, always refer to the seed label for actual components applied.

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HYBRID PRODUCTION · OVT TESTING · DELIVERY



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.



SEED DELIVERY
You plant the right variety for your farm with confidence.

WATCH THE FULL STORY

SCIENCE + INNOVATION

2027 VARIETIES

REGIONAL EXPERTISE

ROOTED IN SCIENCE.

PROVEN IN YOUR FIELDS.

The hybrids in this guide were developed with research-driven solutions combined with 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 ensure it will help your crop thrive.



MICHIGAN SUGAR REGION

151N NEW

	Low	Moderate	High
RHIZOMANIA			
APHANOMYCES			
FUSARIUM			
ROOT APHID			
CERCOSPORA			
NEMATODE			
RHIZOCTONIA			
SUGAR			
TONS			

Nematode tolerant variety with very high sugar, tons and revenue potential.

High tolerance to Cercospora.

High tolerance to Aphanomyces, Fusarium, root aphid, and Rhizoctonia.

128N

	Low	Moderate	High
RHIZOMANIA			
APHANOMYCES			
FUSARIUM			
ROOT APHID			
CERCOSPORA			
NEMATODE			
RHIZOCTONIA			
SUGAR			
TONS			

Nematode tolerant variety with high tons and revenue potential.

High tolerance to Cercospora.

High tolerance to Aphanomyces, Fusarium, root aphid, and Rhizoctonia.

147N

	Low	Moderate	High
RHIZOMANIA			■
APHANOMYCES			■
FUSARIUM			■
ROOT APHID			■
CERCOSPORA			■
NEMATODE			■
RHIZOCTONIA			■
SUGAR			■
TONS			■

Nematode tolerant variety with very high sugar, tons and revenue potential.

High tolerance to Cercospora.

High tolerance to Aphanomyces, Fusarium, root aphid, and Rhizoctonia.

142N

	Low	Moderate	High
RHIZOMANIA			■
APHANOMYCES			■
FUSARIUM			■
ROOT APHID			■
CERCOSPORA			■
NEMATODE			■
RHIZOCTONIA			■
SUGAR			■
TONS			■

Nematode tolerant variety with very high sugar, tons and revenue potential.

High tolerance to Cercospora.

High tolerance to Aphanomyces, Fusarium, root aphid, and Rhizoctonia.

123N

	Low	Moderate	High
RHIZOMANIA			■
APHANOMYCES			■
FUSARIUM			■
ROOT APHID			■
CERCOSPORA			■
NEMATODE			■
RHIZOCTONIA			■
SUGAR			■
TONS			■

Nematode tolerant variety with high sugar, tons and revenue potential.

Very high tolerance to Cercospora.

High tolerance to Aphanomyces, Fusarium, root aphid, and Rhizoctonia.

1595 NEW

	Low	Moderate	High
RHIZOMANIA			■
APHANOMYCES			■
FUSARIUM			■
ROOT APHID			■
CERCOSPORA			■
RHIZOCTONIA		■	
SUGAR			■
TONS			■

Very high sugar and tons with excellent revenue potential.

High tolerance to Cercospora.

High tolerance to Aphanomyces, Fusarium, root aphid, and Rhizoctonia.

1330

	Low	Moderate	High
RHIZOMANIA			■
APHANOMYCES			■
FUSARIUM			■
ROOT APHID			■
CERCOSPORA			■
RHIZOCTONIA			■
SUGAR			■
TONS			■

Very high sugar and tons with excellent revenue potential.

High tolerance to Cercospora.

High tolerance to Aphanomyces, Fusarium, root aphid, and Rhizoctonia.

1276

	Low	Moderate	High
RHIZOMANIA			■
APHANOMYCES			■
FUSARIUM			■
ROOT APHID			■
CERCOSPORA			■
RHIZOCTONIA		■	
SUGAR			■
TONS			■

Very high sugar and tons with excellent revenue potential.

Very high tolerance to Cercospora.

High tolerance to Aphanomyces, Fusarium, root aphid, and Rhizoctonia.

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

THE PEOPLE BEHIND YOUR CONFIDENCE.

Research builds the foundation. Regional expertise turns it into recommendations you can trust. By combining years of breeding experience with local field data, Betaseed breeders and sales teams help identify the varieties best suited for your fields and your region.

Pat O'Boyle
Lead Sugarbeet Breeder



MICHIGAN SUGAR REGION

YOUR MICHIGAN SUGAR SALES TEAM



Dennis Bischer
Independent Sales Agent
989-551-4416



Jim Roggenbuck
Independent Sales Agent
989-550-8192

WE'RE READY FOR ANOTHER GREAT GROWING SEASON.

Have questions about Betaseed varieties or what's right for your acres? Give us a call. We're here to help.



Rick Gerstenberger
Independent Sales Agent
810-705-1762



Rob McKerrall
Independent Sales Agent
519-358-3606



Brian Groulx
Sales Manager
989-573-1677



Bryan Bauer
Independent Sales Agent
989-233-6685



Todd Stoneman
Independent Sales Agent
989-620-5152



PROUD TO SUPPORT OUR RURAL COMMUNITIES

Supporting volunteer fire departments throughout the sugarbeet regions we serve. Learn more at **Betaseed.com/Community/Operation-HEAT/**

SCAN TO LEARN MORE ABOUT BETASEED

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