



REGIONAL EXPERTISE

2027 VARIETIES

SCIENCE + INNOVATION

MORE BUILT INTO EVERY SEED

BREEDING

VALIDATION

RESEARCH

REGIONAL
EXPERTISE

FIELD TRIALS

SEED
TREATMENTS



MICHIGAN SUGAR
2027 PRODUCT GUIDE

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®

Ultipro, Allegiance,
Thiram, Tachigaren 20g,
Kabina

ONTARIO REGION



BetaShield®

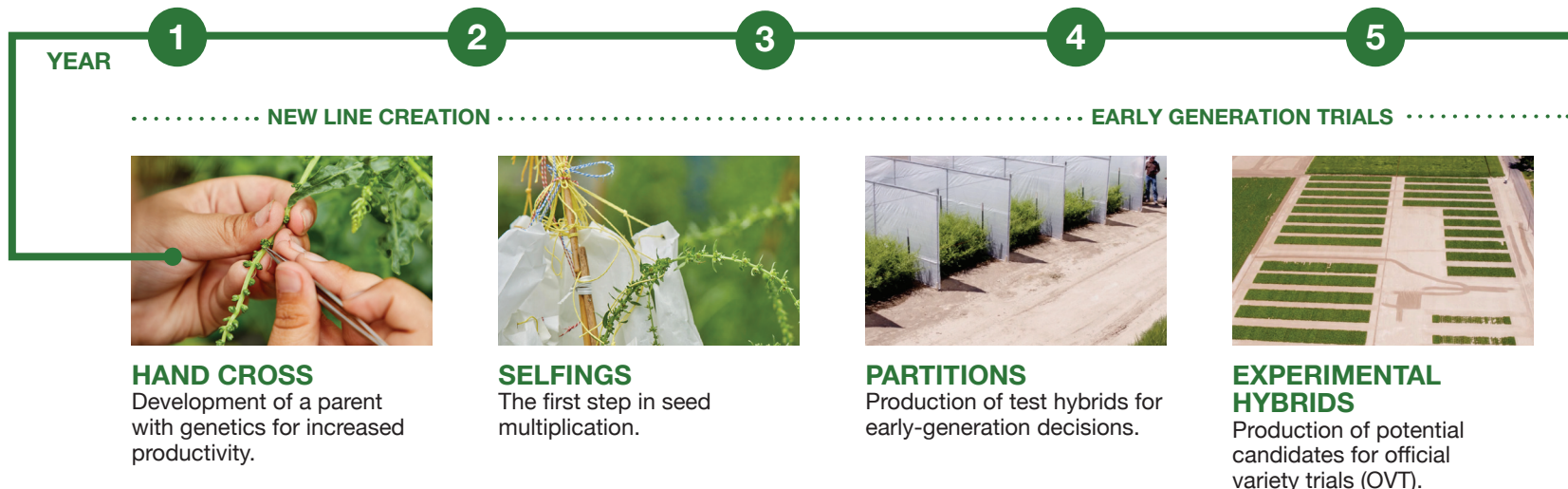
Ultipro, Allegiance,
Thiram,
Vibrance



**BetaShield®
COMPLETE**

Ultipro, Thiram,
Vibrance,
CruiserMaxx Sugarbeets

THE JOURNEY BEHIND EVERY BETASEED HYBRID





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SCIENCE + INNOVATION

TREATMENT PROTECTION*

ULTIPRO (MI/ONT)

Proprietary seed activation and priming technology. Designed to support uniform emergence.

ALLEGIANCE (MI/ONT)

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.

CRUISER MAXX SUGARBEETS (ONT)

Early-season broad spectrum insect protection combined with Apron for systemic protection against early-season fungal diseases.

*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.



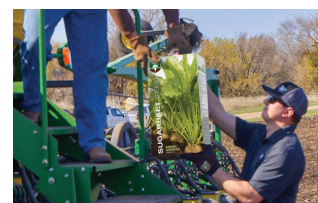
BASIC SEED

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



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

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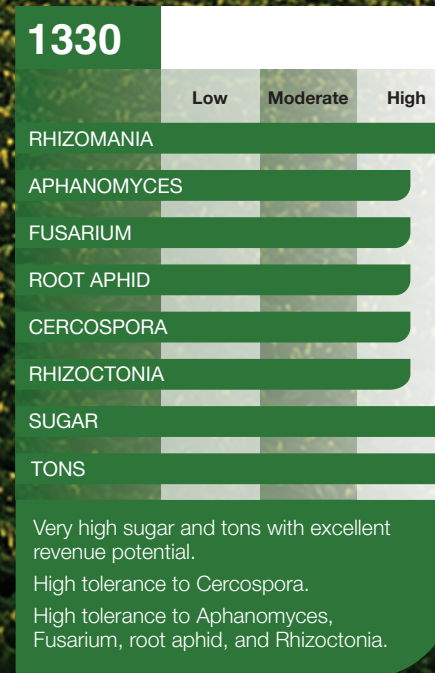
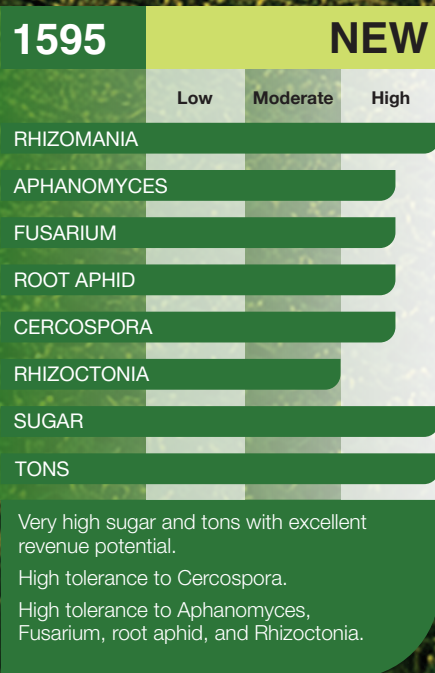
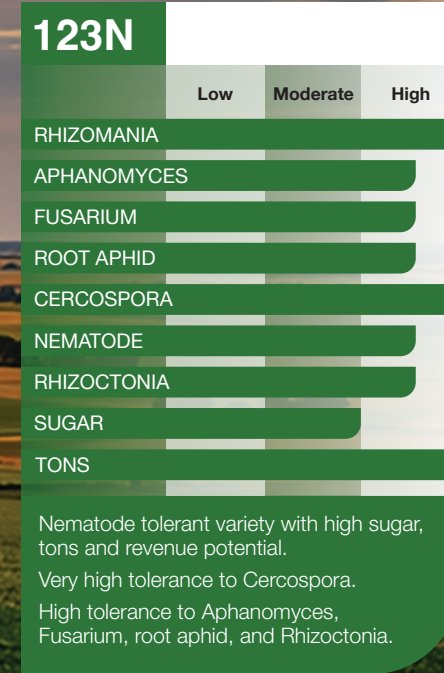
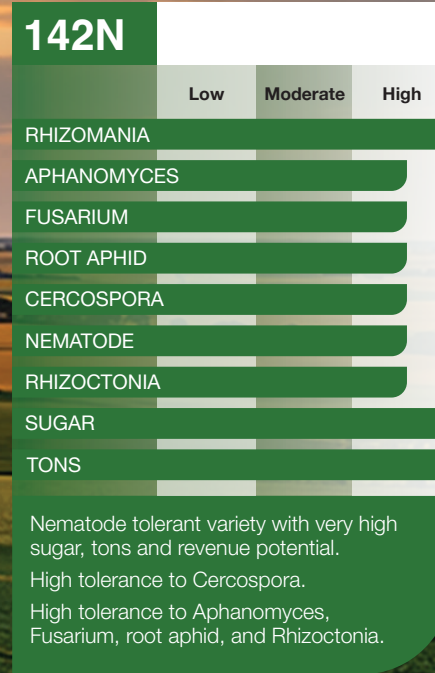
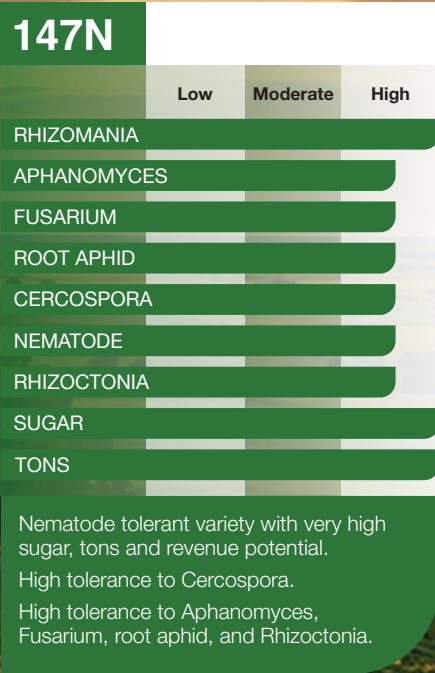
	Low	Moderate	High
RHIZOMANIA			
APHANOMYCES			
FUSARIUM			
ROOT APHID			
CERCOSPORA			
NEMATODE			
RHIZOCTONIA			
SUGAR			
TONS			
Nematode tolerant variety with very high sugar, tons and revenue potential. High tolerance to Cercospora. High tolerance to Aphanomyces, Fusarium, root aphid, and Rhizoctonia.			

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2027 VARIETIES



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
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989-620-5152

REGIONAL EXPERTISE



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

