



BREEDING CONFIDENCE

MICHIGAN SUGAR 2025 PRODUCT GUIDE



NEXT-GEN BREEDING FOR NEXT-GEN CONFIDENCE

WE'VE GOT BREEDING CONFIDENCE DOWN TO A SCIENCE

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.

A DECADE OF RESEARCH AND DEVELOPMENT

YEARS 1-3 NEW LINE CREATION



HAND CROSS

Development of a parent with genetics for increased productivity.



SELFING

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).



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 TREATMENT



BetaShield®

Allegiance, Thiram,
Tachigaren 20g,
Kabina

MICHIGAN/ONTARIO REGION SEED TREATMENTS



BetaShield®

Allegiance
Thiram
Vibrance



**BetaShield®
COMPLETE**

Thiram
Vibrance
CruiserMaxx

YEAR 7 HYBRID PRODUCTION

YEARS 8–10 OVT TESTING

YEAR 10



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

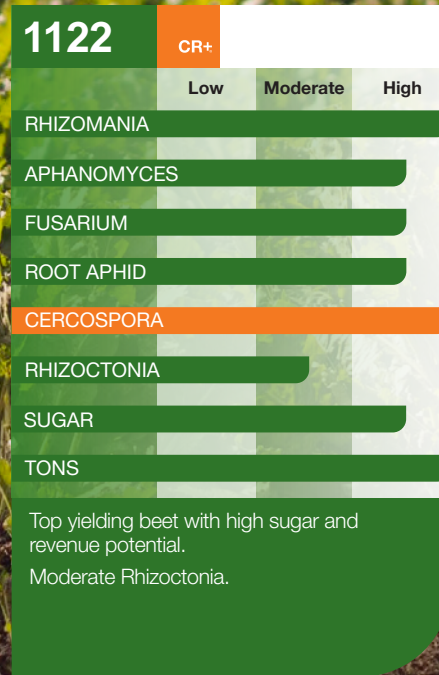
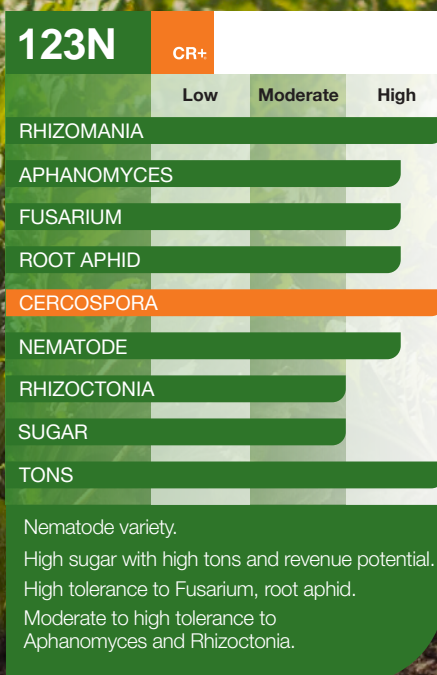
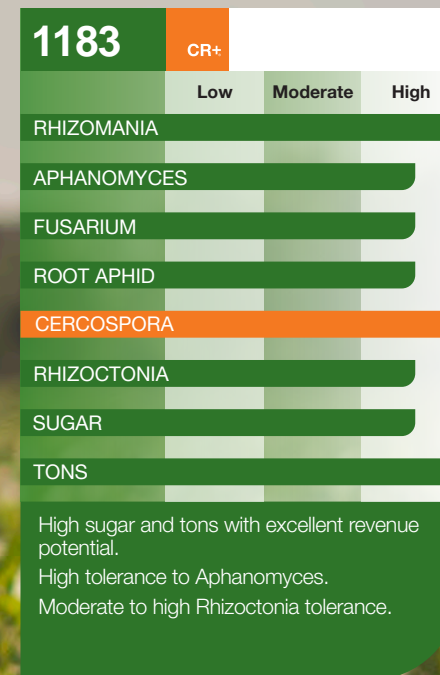
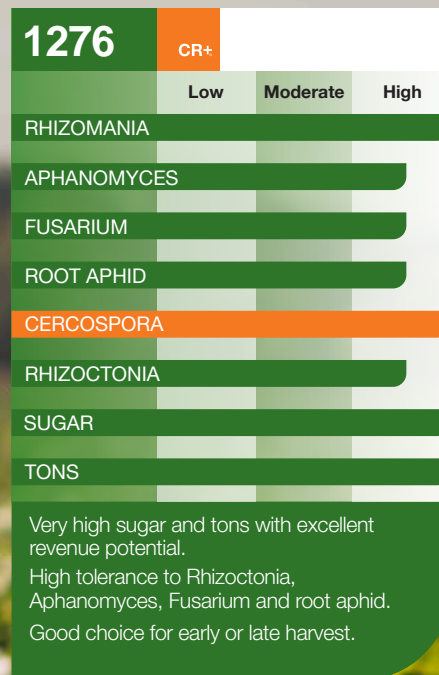
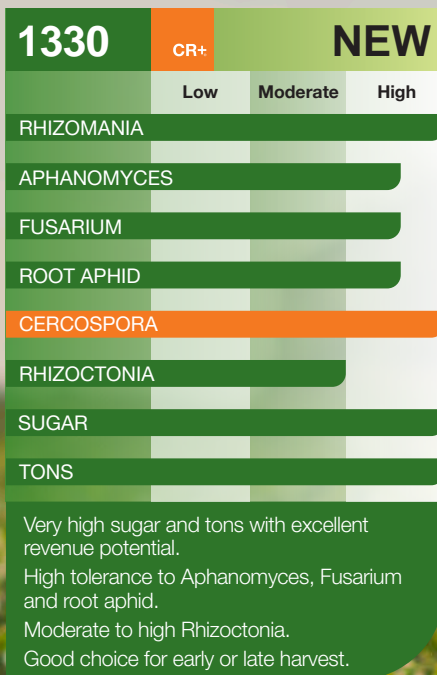
You plant the right variety for your farm with confidence.

VARIETIES FOR 2025

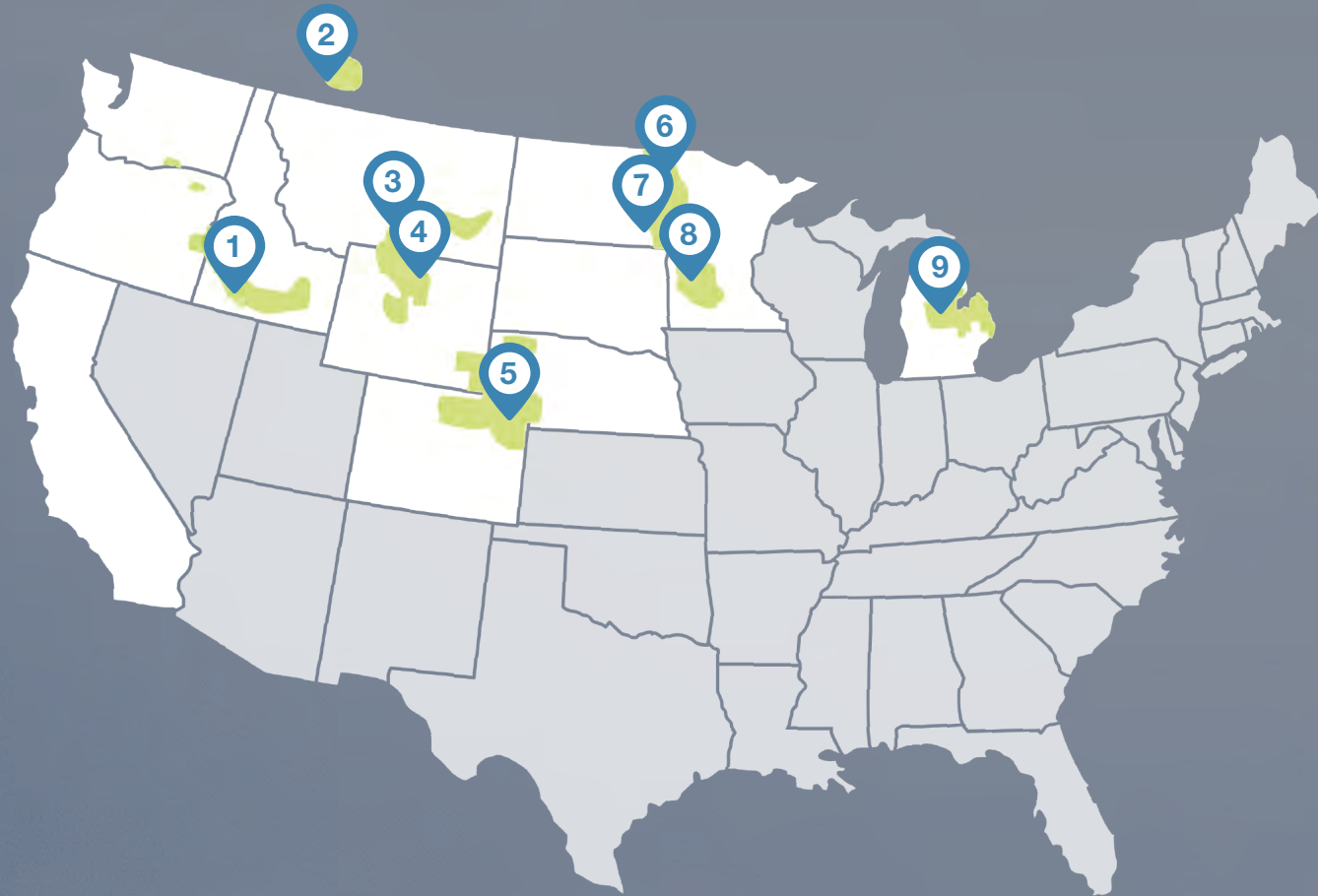
The hybrids in this guide were developed with research-driven solutions combined with our local breeding expertise to produce the industry's highest performing, most consistent seeds. Each variety was painstakingly researched, bred and tested over multiple seasons to make sure it has what it takes to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



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



MEET THE TEAM THAT'S BREEDING CONFIDENCE IN YOUR REGION



GROWING AREAS

- 1 AMALGAMATED
- 2 LANTIC, INC
- 3 WESTERN SUGAR NORTH
- 4 WYOMING SUGAR
- 5 WESTERN SUGAR SOUTH

- 6 AMERICAN CRYSTAL SUGAR
- 7 MINN-DAK FARMERS COOP
- 8 SOUTHERN MN BEET SUGAR COOP
- 9 MICHIGAN SUGAR

REGIONAL BREEDERS



Thomas Keeps



Tiffany McKay-Williams



Margaret Rekoske



Pat O'Boyle



1 AMALGAMATED



Joe Freiburger
Regional Sales Manager



Dave Bergh
Sales Representative

Independent Sales Agents

Jim Chapman
Vaughn Casdorph
Bo Isham

Aaron Bates
Wendell Robinson

Our breeders are dedicated to developing a portfolio of high performing varieties with very high sugar content.

2 LANTIC, INC.

7 MINN-DAK FARMERS COOP

8 SOUTHERN MN BEET SUGAR COOP



Blake Buck
Key Account Manager

Our breeders are developing varieties that provide balanced disease tolerance and top performance.

3 WESTERN SUGAR NORTH

4 WYOMING SUGAR



Steve Skaalure
Sales Manager

Independent Sales Agents

Dan Madden
Mike Hjelvik
Dale Icopini

Scott Reisig
Peter Kukowski

Our breeders are focused on high performing nematode tolerant varieties along with new curly top parental lines that possess a balanced tolerance to diseases and pests.

5 WESTERN SUGAR SOUTH



Ryan Reuter
Sales Manager

Independent Sales Agents

Kent Mauser
David Blach
Ronald Blach
Mike Burdette
Aaron Worley

Ed Croissant
Dan Melcher
Mark Spaur
Brian Specht
Carl Lux

Our breeders are committed to providing disease tolerant varieties specific to the region.

6 AMERICAN CRYSTAL



John Samdahl
Regional Sales Manager



Sydnie Shepherd
Sales Manager



Steven Taves
Sales Associate

Independent Sales Agents

Scott Edgar
Lance Woinarowicz
Tim Leshuk
Jordan Sagert

Dave Svobodny
Ben Askegaard
Curtis Funk
Dan Ness

Our breeders have created a portfolio of hybrids that provide high revenue on a wide variety of farms for your region.

9 MICHIGAN SUGAR



Brian Groulx
Sales Manager

Independent Sales Agents

Dennis Bischer
Rick Gerstenberger
Jim Roggenbuck

Bryan Bauer
Todd Stoneman
Rob McKerrall

Our breeders are committed to developing disease tolerant and high performing varieties for Michigan growers.





BREEDING CONFIDENCE



CONTACT YOUR BETASEED REP

to learn more about varieties available for your farm



Brian Groulx
Sales Manager
989-573-1677



Rick Gerstenberger
Independent Sales Agent
810-404-4950



Bryan Bauer
Independent Sales Agent
989-233-6685



Dennis Bischer
Independent Sales Agent
989-551-4416



Rob McKerrall
Independent Sales Agent
519-358-3606



Jim Roggenbuck
Independent Sales Agent
989-550-8192



Todd Stoneman
Independent Sales Agent
989-620-5152



SCAN QR CODE TO GET MORE INFORMATION ABOUT BETASEED

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