

READY FOR WHAT'S NEXT!

Together we make sugar beet farming futureproof.

BETASEED

SUGAR BEET
VARIETIES 2027



BETASEED. SIMPLY DIFFERENT.

www.betaseed.co.uk



BTS 1915

SIGNIFICANTLY DIFFERENT

Tolerance: Rhizomania

- ✓ **Highest yielding variety on the BBRO Recommended List 2027**
- ✓ High adjusted tonnes: 103.4% treated
103.8% untreated
- ✓ Stable yield over several seasons and challenging weather conditions

RL 2027 (Top 10)	Adjusted tonnes	Sugar content (%)
BTS 1915 (UltiPro®)	103.4	17.07
BTS 1915 (Enrich 300)	103.4	17.11
ST Rotterdam	101.5	17.30
ST Rotterdam G	100.5	17.41
Chyma KWS G	101.3	17.18
Chyma KWS	100.4	17.14
Antler	101.1	17.23
Harryetta KWS	100.1	17.15
Harryetta KWS G	99.9	17.15
Possom	99.8	17.39

Note: All data has been extracted from the 2027 BBRO Sugar Beet Recommended List, available at <https://bbro.co.uk/sugar-beet-varieties/recommended-list/> unless otherwise stated



BTS 7870

OUR BEST VIRUS YELLOWS PROTECTION

Tolerance: Rhizomania & Virus Yellows

- ✓ No. 2 performance in Virus Yellows segment in RL 2027 trials
- ✓ Virus Yellows tolerance demonstrated in Virus Yellows trials (BBRO's Goliath trials 2024)
- ✓ **Highest sugar content for Virus Yellows varieties (17.76 %)**

RL Virus Yellows Varieties	Adjusted tonnes	Sugar content (%)
ST Tweed	99	17.13
ST Tweed G	97.7	17.18
BTS 7870 (UltiPro®)	97.8	17.76
Generosa KWS G	95.1	17.59
Generosa KWS	94.6	17.63
Niksha KWS	94.7	17.59

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BTS SMART 8565

BEST YIELD – SUGAR BALANCE IN ALS

Tolerance: Rhizomania & CONVISO[®] ONE

- ✓ High adjusted tonnes: 94.1% treated
- ✓ High sugar content: 17.50%
- ✓ **One of the best disease resistance** profiles in ALS segment: Rust (6.0) / PM (8.2)
- ✓ Tolerant to the CONVISO[®] ONE herbicide

	Adjusted tonnes	Sugar content (%)
Smart Uma KWS	94.6	17.34
Smart Agneta KWS	94.3	17.44
BTS SMART 8565 (UltiPro[®])	94.1	17.5
BTS SMART 4960 N (UltiPro[®])	93.4	17.53
Smart Vesnica KWS	93.3	17.33
Smart Attala KWS	92.1	17.46
Smart Nelda KWS	90.3	17.72

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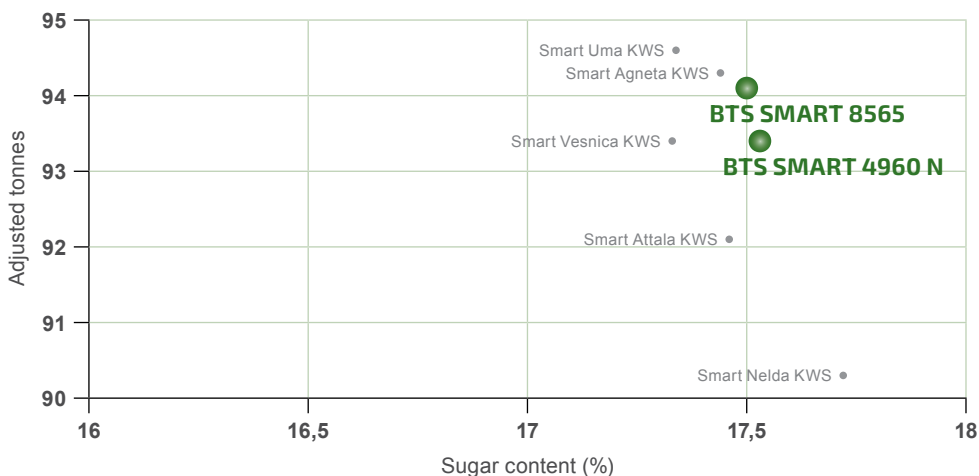
BTS SMART 4960 N

COMPETITIVE & FLEXIBLE ALS PACKAGE

Tolerance: Rhizomania & CONVISO[®] ONE

- ✓ High adjusted tonnes: 93.4% treated
- ✓ High sugar content: 17.53%
(one of the best available in the ALS sector)
- ✓ **Good disease resistance profile:**
Rust (6.0) / PM (6.0)
- ✓ Tolerant to the CONVISO[®] ONE herbicide

YIELD AND PRODUCTIVITY



ULTIPRO® SEED ACTIVATION TECHNOLOGY DEVELOPED BY BETASEED

On top of the unique varieties of Betaseed, we support your success with our approved proprietary seed treatment technology UltiPro®.

- ✓ UltiPro® has been **independently tested and approved by BBRO** in a 3 year trial in comparison with the UK market standard Enrich 300 – **no significant differences** identified for crop establishment and yield.
- ✓ UltiPro® is designed to help sugar beet growers maximise their yields and profitability by improving the health and performance of their crops.
- ✓ By protecting the seed and promoting early plant development, UltiPro® can help growers establish a strong, healthy stand of sugar beets that can withstand environmental stresses and produce high quality sugar beets.
- ✓ **Now available for all our varieties.**

**MORE THAN 800K UNITS WORLDWIDE ARE TREATED
WITH THE ULTIPro® SEED ACTIVATION TECHNOLOGY**



Fast and homogenous germination



Uniformity of seedling emergence



Better competitiveness of young sugar beet plants



Fast youth development and canopy closure

The Betaseed range – next generation genetics

	STANDARD		CONVISO® SMART	
	BTS 1915	BTS 7870	BTS SMART 8565	BTS SMART 4960 N
Adjusted yield				
Sugar content				
ALS	-	-		
Rhizomania				
BCN*	-	-	-	
Virus Yellows partial tolerance	-		-	-

Legend:


 Normal


 Good


 Excellent

* BCN data is under review with the BBRO for 2028 Recommended List, BCN trait claim is not currently supported in the UK for the 2027 crop.

Betaseed moves closer to British farmers

Betaseed is bringing its UK sugar beet seed sales fully in-house, marking a new chapter after many successful years working with Limagrain as an external distribution partner.

The appointment of **Stephanie Chapman** as Key Account Manager will enable closer collaboration with UK growers and the sugar industry, providing a more responsive local service.

Stephanie will focus on supporting farmers and ensuring that high-performing Betaseed varieties remain readily available to the UK market. She will continue to work closely with the Seed Working Group (British Sugar and NFU Sugar), ensuring growers benefit from **trusted data from the BBRO Recommended List trials**.

You have a question or need advice?

Feel free to contact Stephanie, she will be happy to support you.



STEPHANIE CHAPMAN

KEY ACCOUNT MANAGER

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Join the Betaseed Community!

Scan the QR code to sign up and receive practical advice, field updates and key insights for your sugar beet crop – directly to your inbox.



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