



BETASEED

SUGAR BEET VARIETIES 2024

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BTS 1915

SIGNIFICANTLY DIFFERENT

Tolerance: Rhizomania

- ✓ The highest yielding variety available
- ✓ High adjusted tonnes: Treated 103.9%
Untreated 103.8%
- ✓ Consistently high seasonal yield performance
- ✓ High sugar content: 17.1%
- ✓ Good rust resistance: 6.8
- ✓ For normal and late sowing

Breeders Comment:

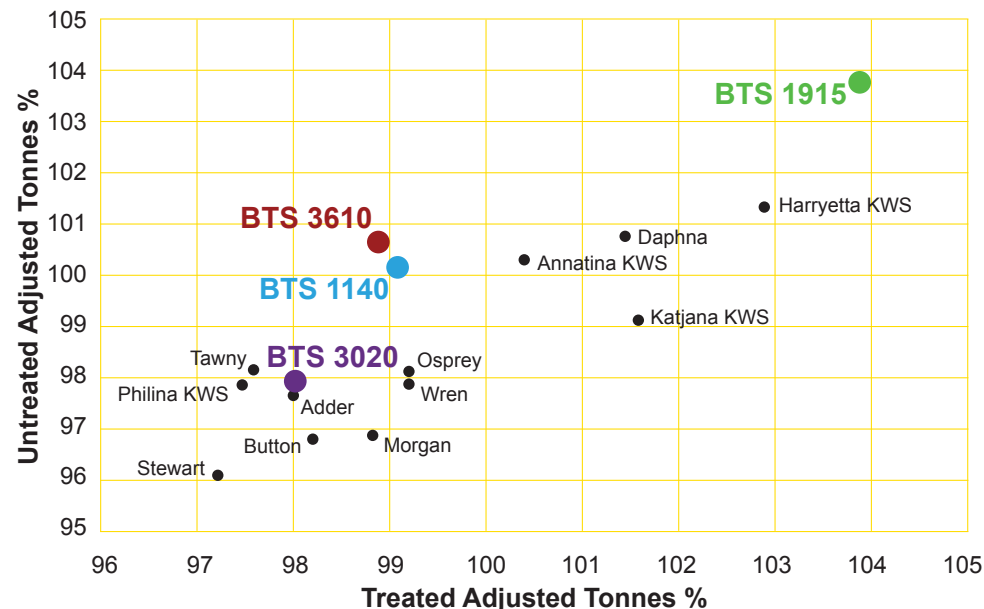
“BTS 1915 continues as the highest yielding variety on the BBRO sugar beet Recommended List 2024.” The variety has shown consistent high yield potential over all the seasons it has been tested in UK official trials. More importantly, it has now proved its high yield potential and robustness both in very testing seasons of virus and drought, but also in the difficult winter of 2022/23, where frost damage was a real concern.

Equally, its consistent performance in untreated trials over years should not be overlooked. With the highest adjusted yield of 103.8%, it shows the robustness of the variety if agronomic inputs are delayed due to erratic weather patterns, a valuable security for on farm performance.



BTS 1915 continues to offer sugar beet growers the best return on investment, giving increased resilience against the costs of producing a sugar beet crop and more importantly, the final income achieved.

BTS 1915 – SECURITY OF YIELD: TREATED VS. UNTREATED ADJUSTED TONNES %



BTS 1915 has consistently achieved very high adjusted yield % in both treated and untreated trials, showing a resilience better than any other RL sugar beet variety. Growers can have confidence in BTS 1915 as data shows it is still able to achieve high yield performance in high disease pressure situations, or if agronomic input for disease control has been compromised.

The Betaseed varieties; BTS 3610 and BTS 1140 also show a robustness in untreated trials and should be considered if yield potential is not to be compromised.

BTS 1915 - TECHNICAL ADVICE

BTS 1915 has moderate resistance to powdery and downy mildew, plus very good rust resistance, ensuring its suitability for later harvesting dates. Sow BTS 1915 in the normal and late sowing period. **This variety is unsuitable for sowing before mid-March, as indicated by the x on the Recommended List.**



BTS 3020

THE EARLY BIRD

Tolerance: Rhizomania

- ✓ Yield adjusted tonnes: Treated 98.0%
Untreated 97.9%
- ✓ High sugar content - 17.5%
- ✓ Very good disease resistance
- ✓ Excellent ESB and NSB characteristics
- ✓ For the earlier sowing opportunity

Breeders Comment:

BTS 3020 is an outstanding variety for the earlier and normal drilling situation on farm. It offers good yield potential combined with the highest sugar content, excellent disease resistance and the lowest ESB figures available – security in genetics.

In ESB trials sown before 5th March, BTS 3020 has a 3 year mean of 1,023 bolters per 100,000 plants, showing a high consistency for bolting tolerance across all seasons tested. This makes BTS 3020 one of the most secure varieties for drilling at earlier sowing dates. BTS 3020 offers the best all-round disease resistance package available; Rust 8.1, Powdery Mildew 5.2 and a Cercospora rating of (7.2), which is backed up by Betaseed trials data from across Europe.



BTS 3610

DESIRABLE ALL-ROUND PERFORMER

Tolerance: Rhizomania

- ✓ High adjusted tonnes: Treated 98.9%
Untreated 100.6%
- ✓ High sugar content 17.4%
- ✓ Good disease resistance
- ✓ Good ESB and NSB characteristics
- ✓ Recommended for all sowing dates

Breeders Comment:

BTS 3610 is a high yielding variety in both treated and untreated trials, and offers the key agronomic characteristics that growers look for in securing maximum yield potential on farm.

The variety has a high sugar content (17.4) combined with a good disease resistance profile of Rust 6.2, Powdery Mildew 5.2 and Cercospora (6.9). These characters combined with its low bolting figures; ESB 2170 and NSB of (0) make it an attractive choice for growers, offering a robustness for the later drilling scenario.

Interestingly, BTS 3610 is one of only a few varieties that have achieved a NSB count of 0 over the 3 year data set – an important attribute if bolting is a key consideration on your farm.



RECOMMENDED LIST OF SUGAR BEET VARIETIES 2024

(Based on trials from 2020 - 2022)

Note: All data has been extracted from the 2024 BBRO Sugar Beet Recommended List, available at <https://bbro.co.uk/sugar-beet-varieties/recommended-list/> unless otherwise stated.

Rz1 RHIZOMANIA VARIETIES				BTS 1915	Daphna	BTS 1140	Harvetta KWS	Katjana KWS	Annatina KWS	Wren	Osprey	BTS 3610	Morgan	Button	BTS 3020	Adder	Tawny	Stewart	Philina KWS	BTS Smart 9485	Smart Vesnica KWS	Maruscha KWS
Status: (C) = control variety ¹				Y4(C)	Y7(C)	Y6(C)	Y2	Y3	Y2	Y3	Y1	Y2	Y2	Y2	Y3	Y2	Y2	Y2	SY6	SY2	SY1	SY3
AYPR/BCN/ALS/VY as claimed by the Breeder				-	BCN	-	BCN	BCN	-	-	AYPR	-	-	BCN	-	-	-	-	AYPR	ALS	ALS	V
CROP YIELDS	MEAN		95% lsd																			
Adjusted Tonnes % of C=100% ²	103.3 t/ha	100.0	3.8	103.9	101.5	99.1	102.9	101.6	100.4	99.2	99.2	98.9	98.8	98.2	98.0	98.0	97.6	97.2	97.5	94.3	94.0	89.9
Sugar Yield % of C=100% ²	16.53 t/ha		3.8	103.9	101.5	99.1	102.9	101.6	100.4	99.2	99.2	98.9	98.8	98.2	98.0	98.0	97.6	97.2	97.5	94.3	94.0	89.9
Root Yield % of C = 100% ²	95.4 t/ha		3.5	104.5	101.8	99.5	103.8	101.2	99.3	102.4	100.6	98.1	98.5	99.4	96.3	100.7	99.1	96.7	98.4	96.4	92.6	88.6
Sugar Content %	17.2%		0.217	17.1	17.2	17.2	17.1	17.3	17.4	16.7	16.9	17.4	17.2	17.0	17.5	16.8	17.0	17.3	17.1	16.9	17.4	17.4
BOLTERS per 100,000 plants/ha	MEAN	95% lsd	99.9% lsd																			
"X" Unsuitable for sowing BEFORE Mid March for new (2024) list				X									X			X			X			X
Early Sowing, before 5 March ³	1,735/ha	2,990	4,157	4,117	1,729	1,564	1,344	1,118	1,748	1,904	[2020]	2,170	3,385	1,547	1,023	3,169	2,802	1,871	3,375	1,489	1,972	4,200
Normal Sowing	26/ha	-	152	21	7	64	0	9	9	72	26	0	28	9	21	9	47	16	47	21	12	76
PRE-GAPPING ESTABLISHMENT ⁴																						
Control	100%		4.2	100.6	100.8	100.5	99.1	101.3	97.1	102.9	102.8	99.3	100.3	101.9	100.8	102.0	101.7	99.0	102.4	97.5	101.3	97.1
DISEASE (1 = high leaf infection, 9 = very low leaf infection) ⁵																						
Rust		5.7		6.8	4.8	6.5	3.5	2.8	5.5	5.7	[4.7]	6.2	4.1	4.5	8.1	5.7	6.8	2.8	2.5	5.9	[7.2]	6.7
Powdery Mildew		5.0		5.1	4.9	4.5	4.6	4.9	4.8	4.8	[4.2]	5.2	4.0	4.7	5.2	5.0	5.1	4.0	4.6	5.7	[3.9]	2.4
Cercospora		6.5		[6.6]	[6.8]	[6.1]	[6.3]	[6.4]	[5.9]	[6.5]	[7.6]	[6.9]	[6.0]	[6.3]	[7.2]	[6.5]	[7.3]	[5.5]	[6.7]	[6.0]	[7.0]	[8.5]
OTHER CLAIMS																						
AYPR (Aggressive rhizomania)				-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	Y	-	-	-
ALS (Herbicide Tolerant)				-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	Y	Y	-
BCN (as claimed by the Breeder)				-	Y	-	Y	Y	-	-	-	-	-	Y	-	-	-	-	-	-	-	-
V (as claimed by the Breeder) ⁶				-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	V
RL SYSTEM																						
Year First Listed				2020	2017	2018	2022	2021	2022	2021	2023	2022	2022	2022	2021	2022	2022	2022	2018	2022	2023	2021
BREEDER/UK CONTACT ⁶																						
Breeder				BTS	KWS	BTS	KWS	KWS	KWS	SV	SV	BTS	STR	STR	BTS	SV	SV	STR	KWS	BTS	KWS	KWS
UK Agent				LG	KWS	LG	KWS	KWS	KWS	SV	SV	LG	STR	STR	LG	SV	SV	STR	KWS	LG	KWS	KWS



BTS SMART 9485

THE BEST ALS HERBICIDE PACKAGE

Tolerance: Rhizomania & CONVISO® ONE

- ✓ High adjusted tonnes: Treated 94.3%
Untreated 92.7%
- ✓ High sugar content 16.9%
- ✓ Good ESB and NSB tolerance
- ✓ Good disease resistance

Breeders Comment:

BTS SMART 9485 is the first variety from the Betaseed stable with ALS herbicide tolerance. **The variety has the best all-round package for this relatively new sugar beet category**, offering the highest yield potential in combination with improved disease and bolting resistance.

It has a good disease resistance profile offering Rust (5.9), Powdery Mildew (5.7) and Cercospora (6.0) scores.

BTS SMART 9485 has very good bolting tolerance figures – ESB (1489) and NSB (21).

BTS SMART 9485 is a step-up over previous SMART Conviso varieties, offering a robust and secure agronomic package.



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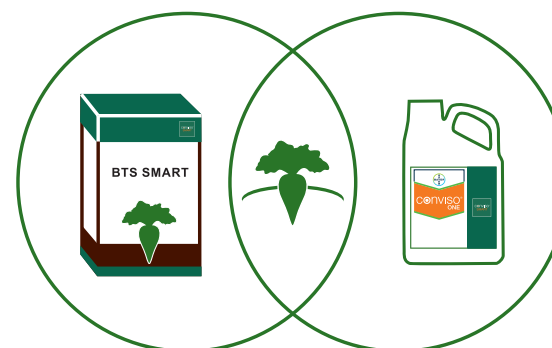


CONVISO® SMART INNOVATIVE SYSTEM WEED CONTROL

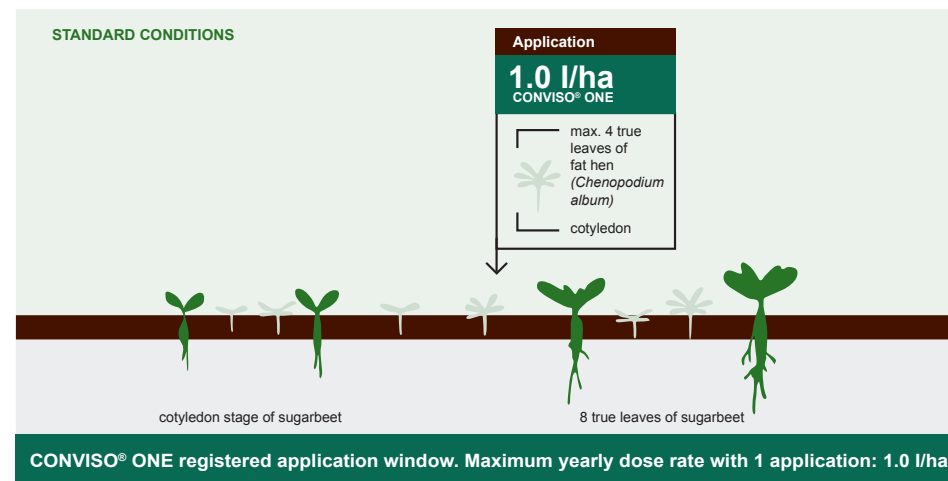
CONVISO® SMART is an innovative and highly effective technology for weed control and sustainable sugar beet cultivation

- ✓ BTS SMART sugarbeet varieties have a genetic tolerance to work successfully together with the CONVISO® ONE herbicide
- ✓ Combined efficacy against monocotyledonous and dicotyledonous weeds
- ✓ Does not show yield loss caused by phytotoxicity when using CONVISO® ONE
- ✓ Excellent control of conventional weed beets

Innovative weed control system:



Conviso® one application recommendation:



DELIVERING SUCCESS FOR GROWERS

The Limagrain UK portfolio of Betaseed varieties continues to offer a diverse range of varieties for individual growers consideration on the new RL 2024

- ✓ Betaseed varieties are proven both in trials and more importantly, with **consistent on farm performance** and are now a recognised force in the UK sugar beet cropping sector.
- ✓ Betaseed varieties have shown a **consistency of performance over very erratic, testing seasons of drought and virus** – delivering growers security in genetics.
- ✓ On top of the unique varieties of Betaseed, we support your success with our **newly approved proprietary seed treatment technology Ultipro**. Ultipro has been independently tested for 3 years in comparison with the UK market standard. **The portfolio offers a range of varieties suitable for the key demands of the individual farmers requirements** – yield / sugar % / disease resistance / bolting tolerance and now ALS herbicide resistance. Betaseed's Ultipro seed technology is available in all major sugar beet growing areas, securing productive sugar beet growing.
- ✓ Betaseed's unique Seed Treatment **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 a high-quality crop**.

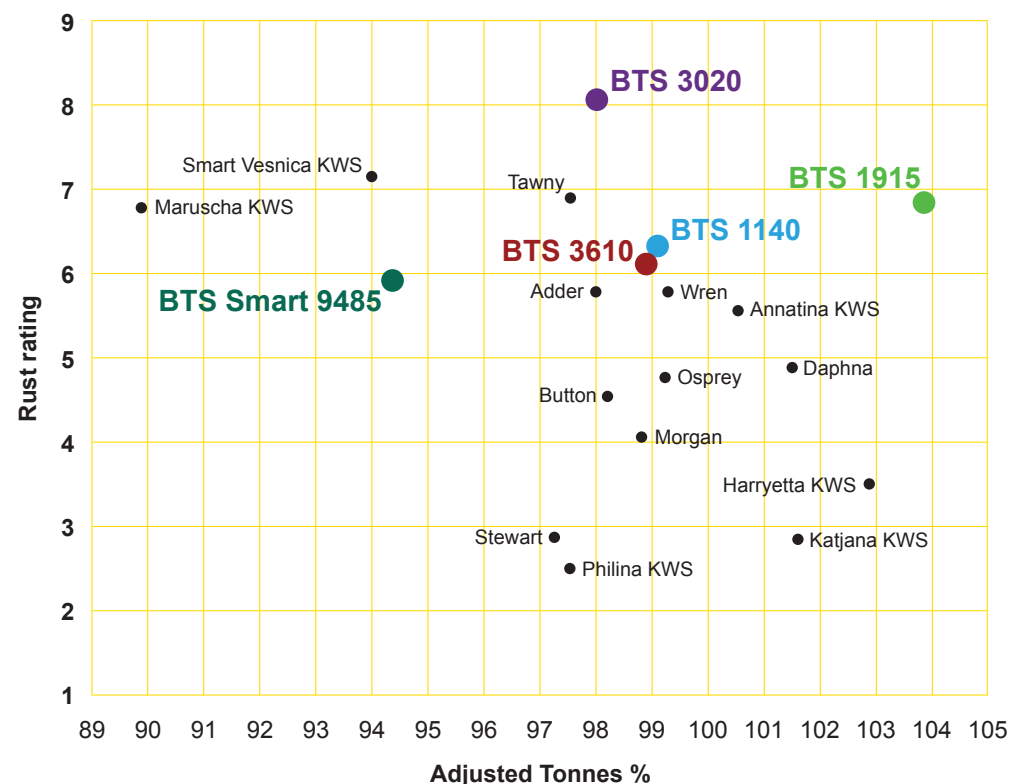
DISCOVER OUR NEWLY APPROVED PROPRIETARY SEED TREATMENT TECHNOLOGY ULTIPTRO



SECURITY IN GENETICS

The graph below shows the yield as adjusted tonnes against rust ratings. It shows that along with yield, Betaseed varieties deliver some of the best rust resistance available. The level of rust resistance is important in a variety especially for growers looking to minimise fungicide input, when a late lifting philosophy is adopted on farm to maximise full yield potential. This attribute of good rust resistance combined with additional disease resistance for Powdery Mildew and Cercospora, high sugar content and bolting figures at both ESB and NSB will determine both variety drilling date and also lifting date, in many situations. **Security in genetics is now a more recognised characteristic than just high yield for most arable crop production systems across the UK.**

ADJUSTED TONNES VS. RUST



GENETIC DIVERSITY FOR A SUCCESSFUL HARVEST



BTS 1915
SIGNIFICANTLY
DIFFERENT



BTS 3610
DESIRABLE
ALL-ROUND
PERFORMER



BTS 3020
THE EARLY BIRD



BTS SMART 9485
THE BEST ALS HERBICIDE
PACKAGE

BREEDERS SOWING PERIOD ADVICE FOR BTS VARIETIES

Variety	February	March	April	May
BTS 1915				
BTS 3020				
BTS 3610				
BTS 1140				
BTS SMART 9485				

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Limagrain UK Ltd
Rothwell, Market Rasen, Lincolnshire, LN7 6DT
Tel: 01472 371 471
Fax: 01472 371 386
enquiries@limagrain.co.uk
www.lgseeds.co.uk/sugarbeet

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