



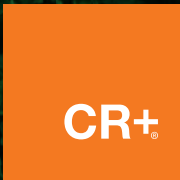
The Sugarbeet Seed Experts



Breeding Confidence
betaseed.com



Expert Breeding
Brings the
Latest Sugarbeet
Technology to
Your Farm

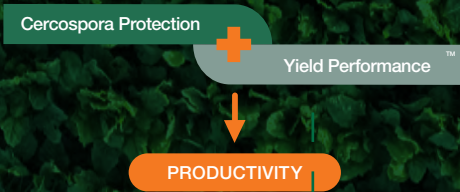


The Power of +

**The CR+® trait from KWS delivers Cercospora protection
Plus yield performance.
Plus flexibility.
Plus ROI.**

Since the trait's introduction, sugarbeet seed hybrids containing the CR+ trait have been planted throughout North America saving thousands of growers millions of dollars in fungicide applications. The CR+ trait provides sugarbeet growers disease protection plus yield performance by maximizing Cercospora leaf spot control and minimizing foliar fungicide applications.

The CR+ trait is currently available from Betaseed and Crystal brand beet seed. Ask your seed supplier for more details.



Expert Seed Production from a State-of-the-Art Facility



Within our state-of-the-art seed processing facility in Tangent, Oregon, Bryan Meier is the Director of Operations. He leads the team in charge of production and processing of seed, including parent, trial and commercial seed. They maintain control and monitor quality throughout the entire supply chain to ensure a consistently high quality product is delivered to the grower.



Bryan Meier,
Director of Operations

Michael Bachofer, Quality Assurance Manager works with this same team utilizing the BetaShield® process where seed is primed, treated with fungicides and insecticides, and polished which supports required seed spacing. Significant testing is conducted to confirm germination standards are met after treatment application.



Michael Bachofer,
Quality Assurance Manager

The Tangent team takes great pride in their work and the role they play in producing the highest quality seed for each grower.





**Thomas Koeps
is the Expert Breeder
for Idaho.**

Thomas is dedicated to developing a portfolio of high performing varieties with very high sugar content.



**Tiffany
McKay-Williams
is the Expert Breeder
for Idaho.**

Tiffany is focused on the development of new parental lines with strong disease tolerance to curly top combined with high sugar content.



**Sales Representative,
Dave Bergh**

* Idaho has an additional
5 Independent Sales Agents



**Regional Sales Manager,
Joe Freiburger**



Betaseed has Breeding Experts and Re



Thomas Koeps is the Expert Breeder for WSN/WYS.

Thomas is committed to developing high performing nematode tolerant CR+ varieties.



Tiffany McKay-Williams is the Expert Breeder for WSN/WYS.

Tiffany is dedicated to developing new curly top parental lines that also possess a balanced tolerance to other economically important diseases and pests.



Sales Manager, Steve Skaalure

* WSN/WYS has an additional 5 Independent Sales Agents

Thomas Koeps is the Expert Breeder for Imperial Valley.

Thomas is focused on developing high performing varieties with good bolting tolerance.



Regional Sales Manager, Joe Freiburger

* Imperial Valley has 1 additional Independent Sales Agent



Representatives Committed to your Region.

Margaret Rekoske is the Expert Breeder for SoMN, Minn-Dak, & Lantic.

Margaret is focused on developing varieties that provide balanced disease tolerance and top performance.



Margaret Rekoske is the Expert Breeder for American Crystal.

Margaret is dedicated to creating a portfolio of hybrids that provide high revenue on a wide variety of farms.



**Key Account Manager,
Cody Lehman**



**Sales Associate,
Steven Taves**



**Regional Sales Manager,
Lynn Dusek**

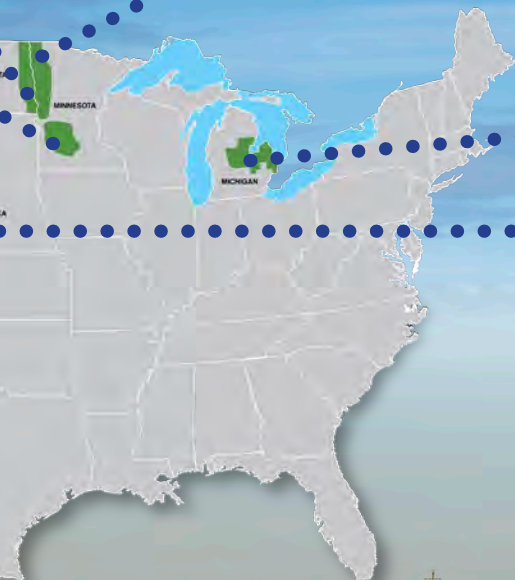


**Sales Manager,
John Samdahl**



**Sales Associate,
Sydnie Shepherd**

* American Crystal has an additional 8 Independent Sales Agents





**Pat O'Boyle
is the Expert
Breeder for
Michigan.**

Pat is committed to developing disease tolerant and high performing varieties for growers.



**Sales Manager,
Rob Gerstenberger**

* Michigan has an additional
7 Independent Sales Agents



**Pat O'Boyle
is the Expert
Breeder for WSS.**

Pat is committed to providing disease tolerant varieties such as CR+ to fight Cercospera.



**Sales Manager,
Ryan Reuter**

* Western Sugar South has an additional
10 Independent Sales Agents





Sales Team & Independent Sales Agents (ISA's)



Back From Left: Steve Taves, Jason Evenson, John Samdahl, Cody Lehman, Dave Bergh
Front From Left: Lynn Dusek, Rob Gerstenberger, Joe Freiburger, Steve Skaalure, Sydnie Shepherd, Ryan Reuter

American Crystal

Lynn Dusek, Regional Sales Manager
John Samdahl, Sales Manager
Sydnie Shepherd, Sales Associate
Dan Ness, ISA
Scott Edgar, ISA
Lance Woinarowicz, ISA
Ken Nesvig, ISA
Jordan Sagert, ISA
Dave Svobodny, ISA
Ben Askegaard, ISA
Curtis Funk, ISA

Amalgamated, Idaho

Joe Freiburger, Regional Sales Manager
Dave Bergh, Sales Rep
Jim Chapman, ISA
Vaughn Casdorff, ISA
Bo Isham, ISA
Aaron Bates, ISA
Wendell Robinson, ISA

Michigan Sugar, Michigan

Rob Gerstenberger, Sales Manager
Dennis Bischer, ISA
Rick Gerstenberger, ISA
Jim Roggenbuck, ISA
Bryan Bauer, ISA
Eric Blaine, ISA
Todd Stoneman, ISA
Rob McKerrall, ISA

Southern Minn, Minn-Dak & Lantic

Cody Lehman, Key Account Manager
Steve Taves, Sales Associate

Imperial Valley, California

Joe Freiburger, Regional Sales Manager
Matt Mills, ISA

Western Sugar North/Wyoming Sugar

Steve Skaalure, Sales Manager
Dan Madden, ISA
Mike Hjelvik, ISA
Dale Icopini, ISA
Scott Reising, ISA
Peter Kukowski, ISA

Western Sugar South

Ryan Reuter, Sales Manager
Kent Mauser, ISA
David Blach, ISA
Ronald Blach, ISA
Mike Burdette, ISA
Aaron Worley, ISA
Ed Croissant, ISA
Dan Melcher, ISA
Mark Spaur, ISA
Brian Specht, ISA
Carl Lux, ISA



Breeding Confidence

betaseed.com

2024 SEED GUIDE

Michigan/Ontario



Breeding Confidence
betaseed.com

Breeding Confidence in the Michigan/Ontario Growing Region

For over five decades, Betaseed has been the sugarbeet industry's leading seed provider. Experts at breeding solutions that mitigate pests and disease while driving yield higher for growers across the country. This focus has spawned varieties that thrive in each of our 10 regions while addressing regional challenges.

A large driver of Betaseed's success has been a collaboration with our parent company KWS. Their global, research-driven solutions combine with our local breeding expertise to deliver an unmatched ability to meet grower needs. It's a partnership that will become even more important in the future as we continue to cultivate the next generation of seed.



Low Moderate High

	Low	Moderate	High
Rhizomania			
Aphanomyces			
Fusarium			
Root Aphid			
Cercospora			
Rhizoctonia			
Sugar			
Tons			

1122 CR+

- Top yielding beet with high sugar and revenue potential
- High tolerance to Cercospora Leaf Spot, Aphanomyces, Fusarium, Root Aphid
- Moderate to high Rhizoctonia tolerance

Put the power of  to work in your fields.



The CR+® trait from KWS delivers Cercospora protection

	Low	Moderate	High
Rhizomania			
Aphanomyces			
Fusarium			
Root Aphid			
Cercospora			
Nematode			
Rhizoctonia			
Sugar			
Tons			

123N CR+™

- Nematode variety with high tolerance to Cercospora Leaf Spot
- High sugar with high tons and revenue potential
- High tolerance to Fusarium, Root Aphid
- Moderate to high tolerance to Aphanomyces and Rhizoctonia

	Low	Moderate	High
Rhizomania			
Aphanomyces			
Fusarium			
Root Aphid			
Cercospora			
Nematode			
Rhizoctonia			
Sugar			
Tons			

128N CR+™

- Nematode variety with high tolerance to Cercospora Leaf Spot
- High tons and revenue potential
- High tolerance to Aphanomyces, Fusarium, Root Aphid
- Moderate to high Rhizoctonia tolerance

	Low	Moderate	High
Rhizomania			
Aphanomyces			
Fusarium			
Root Aphid			
Cercospora			
Nematode			
Rhizoctonia			
Sugar			
Tons			

197N

- High sugar and tons with high revenue potential
- High tolerance to Fusarium, Root Aphid
- Moderate to high tolerance to Aphanomyces and Rhizoctonia

	Low	Moderate	High
Rhizomania			
Aphanomyces			
Fusarium			
Root Aphid			
Cercospora			
Rhizoctonia			
Sugar			
Tons			

	Low	Moderate	High
Rhizomania			
Aphanomyces			
Fusarium			
Root Aphid			
Cercospora			
Rhizoctonia			
Sugar			
Tons			

1183 CR⁺

- High sugar and tons with excellent revenue potential
- High tolerance to Cercospora Leaf Spot, Aphanomyces, Fusarium, Root Aphid
- Moderate to high Rhizoctonia tolerance

1276 CR⁺

- Very High sugar and tons with excellent revenue potential
- High tolerance to Cercospora Leaf Spot, Rhizoctonia, Aphanomyces, Fusarium and Root Aphid
- Good choice for early harvest



**Contact your Betaseed representative
to learn more about varieties
available for your farm.**

Todd Stoneman

Independent Sales Agent
Phone: 989-620-5152

Dennis Bischer

Independent Sales Agent
Phone: 989-551-4416

Rob McKerrall

Independent Sales Agent
Phone: 519-358-3606

Jim Roggenbuck

Independent Sales Agent
Phone: 989-550-8192

Rick Gerstenberger

Independent Sales Agent
Phone: 810-705-1762

Rob Gerstenberger

Sales Manager
Phone: 810-444-8156

Eric Blaine

Independent Sales Agent
Phone: 989-284-8105

Bryan Bauer

Independent Sales Agent
Phone: 989-233-6685



Watch a short video that
provides more information
on the steps involved in seed
processing



The Michigan/Ontario Sales Management Team



From left to Right:
Rob Gerstenberger, Jason Evenson