



## The Sugarbeet Seed Experts



Breeding Confidence  
[betaseed.com](http://betaseed.com)



Expert Breeding  
Brings the  
Latest Sugarbeet  
Technology to  
Your Farm

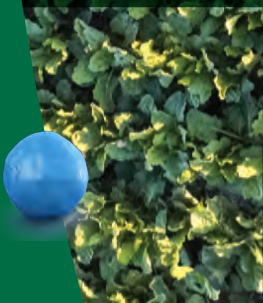


# The Power of +

**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.**



Cercospora Protection



Yield Performance™



PRODUCTIVITY

## 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

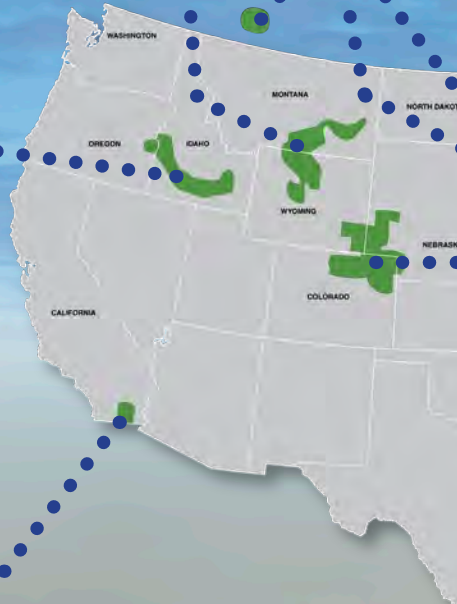
**Thomas Koeps is the Expert Breeder for Imperial Valley.**

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**

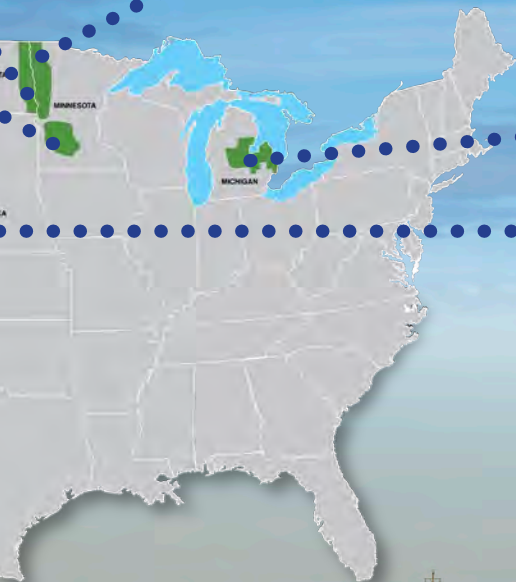


**Sales Manager,  
John Samdahl**



**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

## Western Sugar South



Breeding Confidence  
[betaseed.com](http://betaseed.com)

## Breeding Confidence in the Western Sugar South 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 |
|-------------|-----|----------|------|
| Rhizomania  |     |          |      |
| Aphanomyces |     |          |      |
| Fusarium    |     |          |      |
| Root Aphid  |     |          |      |
| Cercospora  |     |          |      |
| Rhizoctonia |     |          |      |
| Sugar       |     |          |      |
| Tons        |     |          |      |

**6055** CR+™

- MultiSource® rhizomania tolerant variety with high yield and sugar
- Strong overall disease package with moderate Aphanomyces
- High Fusarium and root aphid tolerance with the KWS CR+ trait

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  |     |          |      |
| Rhizoctonia |     |          |      |
| Sugar       |     |          |      |
| Tons        |     |          |      |

## 622C



NEW – TEST MARKET

- Multisource® rhizomania with great sugar per acre
- High Fusarium, Aphanomyces and Root Aphid tolerance
- Well balanced disease package with the KWS CR+ trait

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

## 629NC



NEW – TEST MARKET

- Multisource® rhizomania resistance combined with high sugar and tons
- Good tolerance to Aphanomyces, Fusarium and Root Aphid
- High Nematode tolerance combined with the KWS CR+ trait

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

## 693N

- MultiSource® rhizomania tolerant variety with high sugar and tons
- High nematode with equally strong Aphanomyces, Fusarium and root aphid tolerance
- Well-balanced disease package

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

## 6725

- MultiSource® rhizomania tolerant variety
- Strong disease package
- High Fusarium and root aphid resistance
- Offers high sugar and tons

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

**Kent Mauser**

Independent Sales Agent  
Phone: 308-289-5402

**David Blach**

Independent Sales Agent  
Phone: 970-630-0181

**Ronald Blach**

Independent Sales Agent  
Phone: 970-630-2382

**Aaron Worley**

Independent Sales Agent  
Phone: 970-520-4900

**Mark Spaur**

Independent Sales Agent  
Phone: 970-290-9298

**Brian Specht**

Independent Sales Agent  
Phone: 308-760-0894

**Carl Lux**

Independent Sales Agent  
Phone: 308-299-0123

**Dan Melcher**

Independent Sales Agent  
Phone: 307-331-0197

**Mike Burdette**

Independent Sales Agent  
Phone: 970-768-4106

**Ryan Reuter**

Sales Manager  
Phone: 308-765-0384

**Ed Croissant**

Independent Sales Agent  
Phone: 970-381-4115



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

