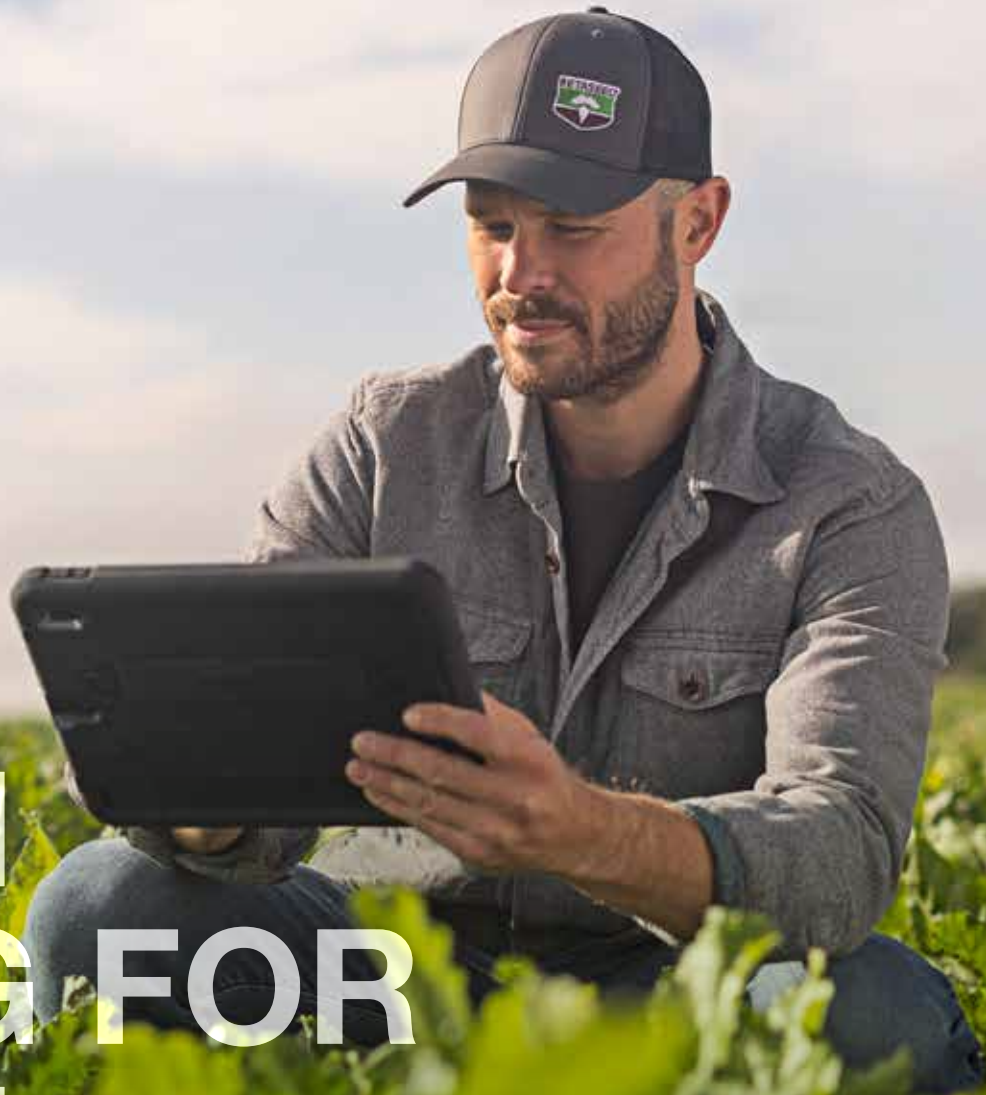


BETASEED[®]



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

YEARS 4-6 EARLY-GENERATION TRIALS

YEAR 7 HYBRID PRODUCTION

YEARS 8-10 OVT TESTING

YEAR 10



HAND CROSS

Development of a parent with genetics for increased productivity.



SELFINGS

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).



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.

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

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.



1330 CR+ **NEW**

	Low	Moderate	High
RHIZOMANIA	High	High	High
APHANOMYCES	High	High	High
FUSARIUM	High	High	High
ROOT APHID	High	High	High
CERCOSPORA	Low	Low	Low
RHIZOCTONIA	High	High	High
SUGAR	High	High	High
TONS	High	High	High

Very high sugar and tons with excellent revenue potential.
High tolerance to Aphanomyces, Fusarium and root aphid.
Moderate to high Rhizoctonia.
Good choice for early or late harvest.

1276 CR+

	Low	Moderate	High
RHIZOMANIA	High	High	High
APHANOMYCES	High	High	High
FUSARIUM	High	High	High
ROOT APHID	High	High	High
CERCOSPORA	Low	Low	Low
RHIZOCTONIA	High	High	High
SUGAR	High	High	High
TONS	High	High	High

Very high sugar and tons with excellent revenue potential.
High tolerance to Rhizoctonia, Aphanomyces, Fusarium and root aphid.
Good choice for early or late harvest.

1183 CR+

	Low	Moderate	High
RHIZOMANIA	High	High	High
APHANOMYCES	High	High	High
FUSARIUM	High	High	High
ROOT APHID	High	High	High
CERCOSPORA	Low	Low	Low
RHIZOCTONIA	High	High	High
SUGAR	High	High	High
TONS	High	High	High

High sugar and tons with excellent revenue potential.
High tolerance to Aphanomyces.
Moderate to high Rhizoctonia tolerance.

123N CR+

	Low	Moderate	High
RHIZOMANIA	High	High	High
APHANOMYCES	High	High	High
FUSARIUM	High	High	High
ROOT APHID	High	High	High
CERCOSPORA	Low	Low	Low
NEMATODE	High	High	High
RHIZOCTONIA	High	High	High
SUGAR	High	High	High
TONS	High	High	High

Nematode variety.
High sugar with high tons and revenue potential.
High tolerance to Fusarium, root aphid.
Moderate to high tolerance to Aphanomyces and Rhizoctonia.

1122 CR+

	Low	Moderate	High
RHIZOMANIA	High	High	High
APHANOMYCES	High	High	High
FUSARIUM	High	High	High
ROOT APHID	High	High	High
CERCOSPORA	Low	Low	Low
RHIZOCTONIA	High	High	High
SUGAR	High	High	High
TONS	High	High	High

Top yielding beet with high sugar and revenue potential.
Moderate Rhizoctonia.

128N CR+

	Low	Moderate	High
RHIZOMANIA	High	High	High
APHANOMYCES	High	High	High
FUSARIUM	High	High	High
ROOT APHID	High	High	High
CERCOSPORA	Low	Low	Low
NEMATODE	High	High	High
RHIZOCTONIA	High	High	High
SUGAR	High	High	High
TONS	High	High	High

Nematode variety.
High tons and revenue potential.
High tolerance to Aphanomyces, Fusarium and root aphid.
Moderate to high Rhizoctonia.

*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 IMPERIAL VALLEY
- 2 AMALGAMATED
- 3 LANTIC, INC.
- 4 WESTERN SUGAR NORTH
- 5 WYOMING SUGAR
- 6 WESTERN SUGAR SOUTH
- 7 AMERICAN CRYSTAL SUGAR
- 8 MINN-DAK FARMERS COOP
- 9 SOUTHERN MN BEET SUGAR COOP
- 10 MICHIGAN SUGAR

REGIONAL BREEDERS



1 2 4 5

Thomas Koeps



2 4 5

Tiffany McKay-Williams



3 7 8 9

Margaret Rekoske



6 10

Pat O'Boyle

1 IMPERIAL VALLEY



Joe Freiburger
Regional Sales Manager

Independent Sales Agents
Matt Mills

Our breeders are focused on developing high performing varieties with good bolting tolerance.

2 AMALGAMATED



Joe Freiburger
Regional Sales Manager

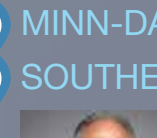


Dave Bergh
Sales Representative

Independent Sales Agents
Jim Chapman **Aaron Bates**
Vaughn Casdorff **Wendell Robinson**
Bo Isham

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

3 LANTIC, INC.



Cody Lehman
Key Account Manager

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

4 WESTERN SUGAR NORTH

5 WYOMING SUGAR

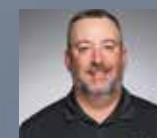


Steve Skaalure
Sales Manager

Independent Sales Agents
Dan Madden **Scott Reisig**
Mike Hjelvik **Peter Kukowski**
Dale Icopini

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.

6 WESTERN SUGAR SOUTH



Ryan Reuter
Sales Manager

Independent Sales Agents
Kent Mauser **Ed Croissant**
David Blach **Dan Melcher**
Ronald Blach **Mark Spaur**
Mike Burdette **Brian Specht**
Aaron Worley **Carl Lux**

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

7 AMERICAN CRYSTAL



Lynn Dusek
Regional Sales Manager



John Samdahl
Sales Manager



Sydnie Shepherd
Sales Associate



Steven Taves
Sales Associate

Independent Sales Agents
Scott Edgar **Dave Svobodny**
Lance Woinarowicz **Ben Askegaard**
Tim Leshuk **Curtis Funk**
Jordan Sagert **Dan Ness**

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

10 MICHIGAN SUGAR



Brian Groulx
Sales Manager

Independent Sales Agents
Dennis Bischer **Bryan Bauer**
Rick Gerstenberger **Todd Stoneman**
Jim Roggenbuck **Rob McKerrall**

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



BETASEED



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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