

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



### 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).



# 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

YEAR 7 HYBRID PRODUCTION

YEARS 8-10 OVT TESTING

YEAR 10



### 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.

## 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.



\*Varieties noted as new are pending approval, please check with your sugar cooperative for updated information.

**1330** CR+ **NEW**

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

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

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

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

**123N** CR+

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

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

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

**128N** CR+

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

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

# MEET THE TEAM THAT'S BREEDING CONFIDENCE IN YOUR REGION



## GROWING AREAS

- |                       |                               |
|-----------------------|-------------------------------|
| 1 IMPERIAL VALLEY     | 6 WESTERN SUGAR SOUTH         |
| 2 AMALGAMATED         | 7 AMERICAN CRYSTAL SUGAR      |
| 3 LANTIC, INC.        | 8 MINN-DAK FARMERS COOP       |
| 4 WESTERN SUGAR NORTH | 9 SOUTHERN MN BEET SUGAR COOP |
| 5 WYOMING SUGAR       | 10 MICHIGAN SUGAR             |

## REGIONAL BREEDERS



Thomas Keeps



Tiffany McKay-Williams



Margaret Rekoske



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**  
**Vaughn Casdorff**  
**Bo Isham**

**Aaron Bates**  
**Wendell Robinson**

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

## 3 LANTIC, INC.

## 8 MINN-DAK FARMERS COOP

## 9 SOUTHERN MN BEET SUGAR COOP



**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**  
**Mike Hjelvik**  
**Dale Icopini**

**Scott Reisig**  
**Peter Kukowski**

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**  
**David Blach**  
**Ronald Blach**  
**Mike Burdette**  
**Aaron Worley**

**Ed Croissant**  
**Dan Melcher**  
**Mark Spaur**  
**Brian Specht**  
**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**  
**Lance Woinarowicz**  
**Tim Leshuk**  
**Jordan Sagert**

**Dave Svobodny**  
**Ben Askegaard**  
**Curtis Funk**  
**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



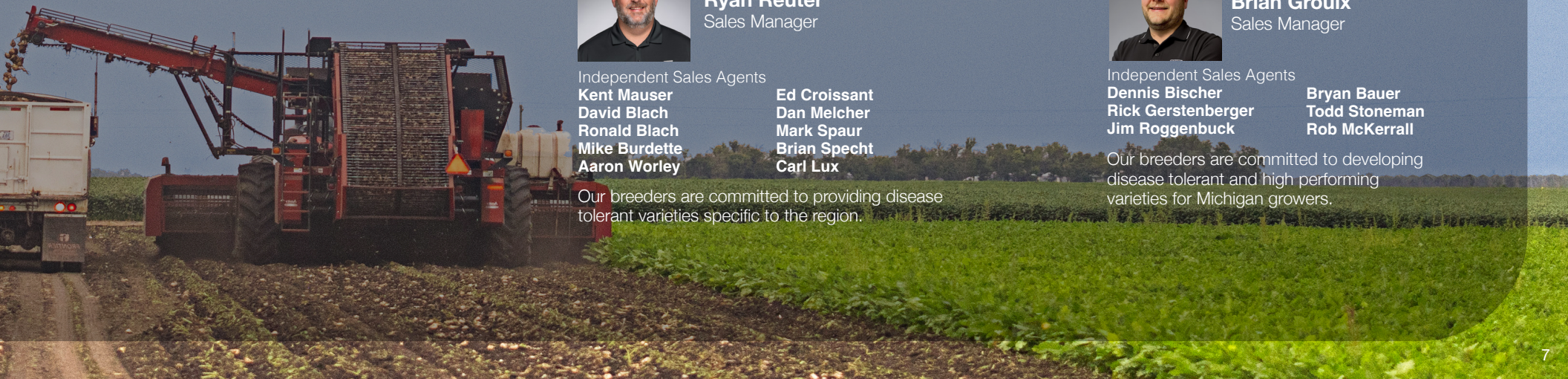
**Brian Groulx**  
Sales Manager

Independent Sales Agents

**Dennis Bischer**  
**Rick Gerstenberger**  
**Jim Roggenbuck**

**Bryan Bauer**  
**Todd Stoneman**  
**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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