



BETASEED

**SUGAR BEET
VARIETIES 2025**

BETASEED. SIMPLY DIFFERENT.



www.betaseed.co.uk



BTS 1915

SIGNIFICANTLY DIFFERENT

Tolerance: Rhizomania

- ✓ **The highest yielding variety available**
- ✓ High adjusted tonnes: Treated 102.2%
Untreated 103.5%
- ✓ Consistently high seasonal yield performance
- ✓ High sugar content: 16.9%
- ✓ Good rust resistance: 6.8

Breeders Comment:

“BTS 1915 continues as the highest yielding variety on the BBRO sugar beet Recommended List 2025.” 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 103.5%, it shows the robustness of the variety if agronomic inputs are delayed due to erratic weather patterns, a valuable security for on farm performance.



Farm Manager: Roger Steed
Location: Suffolk

“

We've had record yields with BTS 1915, yielding 118t/ha on one of the farms in the past.

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For the past few years, BTS 1915 has taken up around a third of the sugar beet acreage at Bacton Farm in Suffolk, keeping its place through its reliable performance over a range of harvest dates.

Farm Manager for David Black & Sons, Roger Steed said, “We’ve had record yields with BTS 1915, yielding 118t/ha on one of the farms in the past.”

Although the 2023 campaign was moderate by comparison, the Betaseed variety marketed by Limagrain held its own. With farm averages of 75t/ha in the early lifting slot beginning in mid-September, 107t/ha in the middle slot from mid-October to December, and 94t/ha where an unplanned late lift on heavier land took place in February.

Overall, the farm averaged 89t/ha over its 23,000t contracted tonnage, a whisker below the five-year farm average.

BTS 1915 isn't a variety that Roger would plant early because it produces bolters in the pre-mid-March drilling slot, instead it's one of the last varieties to go in on the farm. “We don't have an issue with weed beet, what we do have is hand roguable, and bolters have never been an issue for us with BTS 1915 because of when we drill it,” says Roger.



BTS 3610

DESIRABLE ALL-ROUND PERFORMER

Tolerance: Rhizomania

- ✓ High adjusted tonnes: Treated 97.3%
Untreated 101.1%
- ✓ High sugar content 17.1%
- ✓ Good disease resistance
- ✓ Good ESB and NSB characteristics

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 (17.1) combined with a good disease resistance profile of Rust 6.1, Powdery Mildew 5.5 and Cercospora (6.4). These characters, combined with its low bolting figures for ESB and NSB, make it an attractive (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.



Farm Manager: Jonathan Drury
Location: Thurlow Estate, Suffolk



We look at sugar percentage in the BBRO Recommended List and then knock out any varieties that have a high risk of bolting.



It was the high sugar percentage associated with the BTS varieties, marketed by Limagrain, that steered the farm towards trying them in 2017. A BTS variety has occupied 40-50% of the sugar beet area ever since.

Most of the farm's 4500ha is Hanslope clay, with around 1000ha a much kinder loam over chalk belonging to the Swaffham Prior soil series. It's on this lighter ground that the farm grows 130ha of sugar beet on a seven-year rotation.

"We look at sugar percentage in the BBRO Recommended List and then knock out any varieties that have a high risk of bolting. We're not overcomplicating things and aim to grow just two varieties across our acreage, split into early October and November lifting timings."

This year Jonathan has opted for BTS 3610 after a successful experience with the Betaseed variety in 2023, when it was growing on over 40% of the sugar beet acreage. First added to the BBRO RL in 2022, BTS 3610 offered a sugar content of 17.4%, which is right up with the best on the list, combined with zero bolters in the normal drilling window which minimises any risk of weed beet.

With disease ratings similar across varieties, high yield and sugar percentage are attributes Jonathan looks for in a variety. "If you're sending loads of sugar beet away, you may as well have as much sugar in the lorry as possible."

RECOMMENDED LIST OF SUGAR BEET VARIETIES 2025

(Based on trials from 2021 - 2023)

Note: All data has been extracted from the 2025 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	Harryetta KWS	Katjana KWS	Chyma KWS	Annatina KWS	Josephina KWS	Morgan	ST Tweed	Magpie	ST Trent	Wren	Button	Osprey	BTS 3610	Stewart	Tawny	Adder	Smart Uma KWS	BTS Smart 9485	Smart Vesnica KWS	Maruscha KWS											
Status: (C) = control variety ¹				Y5(C)	Y8(C)	Y3	Y4(C)	Y1	Y3	Y1	Y3	Y1	Y1	Y1	Y4(C)	Y3	Y2	Y3	Y3	Y3	Y3	SY1	SY3	SY2	SY4											
AYPR/BCN/ALS/VY as claimed by the Breeder				-	BCN	BCN	BCN	CERC	-	-	-	-	-	-	-	BCN	AYPR	-	-	-	-	ALS	ALS	ALS	V											
CROP YIELDS ²		MEAN	SE	95% lsd																																
Adjusted Tonnes % of C=100% ³		102.7 t/ha	100.0	1.17	3.3	102.2	101.3	101.3	100.6	101.0	99.3	99.5	98.6	98.2	97.7	97.7	97.6	97.6	97.6	97.6	97.6	97.6	97.6	97.6	97.6	97.6	97.3	97.2	96.7	96.7	95.3	93.1	93.0	88.2		
Sugar Yield % of C=100% ³		16.4 t/ha			3.3	102.2	101.3	101.3	100.6	101.0	99.3	99.5	98.6	98.2	97.7	97.7	97.6	97.6	97.6	97.6	97.6	97.6	97.6	97.6	97.6	97.6	97.3	97.2	96.7	96.7	95.3	93.1	93.0	88.2		
Root Yield % of C = 100% ³		96.7 t/ha			3.5	102.2	101.1	101.7	99.4	101.1	97.8	96.9	97.4	97.5	96.4	95.7	99.2	97.5	96.8	96.5	95.7	97.6	98.5	94.3	94.5	91.2	86.9									
Sugar Content %		16.9%			0.3	16.9	16.9	16.8	17.1	16.9	17.2	17.3	17.1	17.0	17.1	17.2	16.6	16.9	17.0	17.1	17.1	16.7	16.6	17.1	16.7	17.2	17.1									
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													X	
Early Sowing, before 5 March ⁴		4,012/ha	6,834	9,611	9,990	3,345	2,273	2,443	10,298	3,853	1,576	8,376	1,944	[4,636]	2,981	6,129	3,266	[3,656]	5,516	4,117	7,356	7,511	3,325	3,055	4,000	10,324										
Normal Sowing		33/ha	-	129	30	7	0	9	14	7	30	47	47	35	12	54	7	23	0	40	45	9	14	19	12	69										
EARLY ESTABLISHMENT ⁵		95% lsd																																		
Control		100%	3.6%		99.8	99.5	98.6	100.0	98.7	95.2	97.8	99.0	94.7	98.5	98.8	100.5	99.8	99.8	98.2	98.5	99.5	100.2	96.9	95.2	99.9	96.5										
TOTAL MEASURED IMPURITIES (IMP/100G SUGAR)		15% above mean of C		95% lsd																																
Control		3.42	3.93	0.211	3.68	3.50	3.30	3.15	3.51	3.35	3.22	3.11	3.15	3.23	3.16	3.53	3.26	3.23	3.31	3.08	3.55	3.58	3.84	3.24	3.65	3.72										
DISEASE (1 = high leaf infection, 9 = very low leaf infection) ⁶		Average																																		
Rust		5.3			6.8	4.7	3.8	3.8	[6.5]	5.8	[6.2]	3.8	[5.4]	[4.1]	[5.7]	5.4	4.7	[4.6]	6.1	3.6	6.1	5.8	[6.6]	6.1	[6.7]	6.4										
Powdery Mildew		5.5			5.1	5.8	5.9	5.6	[6.4]	5.0	[1.5]	3.6	[6.3]	[4.3]	[1.5]	4.9	5.1	[4.5]	5.5	3.7	5.2	5.2	[6.2]	6.7	[4.8]	3.3										
Cercospora		6.5			[6.7]	[6.7]	[6.4]	[6.4]	[7.2]	[5.9]	[6.6]	[5.6]	[6.5]	[6.9]	[5.9]	[6.4]	[5.7]	[6.6]	[6.4]	[5.4]	[6.9]	[6.4]	[6.6]	[5.9]	[6.4]	[7.8]										
OTHER CLAIMS																																				
AYPR (Aggressive rhizomania)					-	-	-	-	-	-	-	-	-	-	-	-	-	Y	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
ALS (Herbicide Tolerant)					-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	Y	Y	Y	-	-	-	-	-	-	-	-	-	-	
BCN (as claimed by the Breeder)					-	Y	Y	Y	-	-	-	-	-	-	-	-	Y	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
V (as claimed by the Breeder) ⁷					-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	V										
CERC (as claimed by the Breeder) ⁶					-	-	-	-	Y	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-										
RL SYSTEM																																				
Year First Listed					2020	2017	2022	2021	2024	2022	2024	2022	2024	2024	2024	2021	2022	2023	2022	2022	2022	2022	2024	2022	2023	2021										
BREEDER/UK CONTACT ⁸																																				
Breeder					BTS	KWS	KWS	KWS	KWS	KWS	KWS	STR	STR	SV	STR	SV	STR	SV	BTS	STR	SV	SV	KWS	BTS	KWS	KWS										
UK Agent					LG	KWS	KWS	KWS	KWS	KWS	KWS	STR	STR	SV	STR	SV	STR	SV	LG	STR	SV	SV	KWS	LG	KWS	KWS										



BTS SMART 9485

COMPETITIVE ALS HERBICIDE PACKAGE

Tolerance: Rhizomania & CONVISO® ONE

- ✓ High adjusted tonnes: Treated 93.1%
Untreated 92.3%
- ✓ High sugar content 16.7%
- ✓ 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 a high yield potential in combination with improved disease and bolting resistance.

It has a good disease resistance profile offering Rust (6.1), Powdery Mildew (6.7) and Cercospora (5.9) scores.

BTS SMART 9485 has very good bolting tolerance figures – ESB (3055) and NSB (19).

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



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INFORMATIVE SMART BOOK

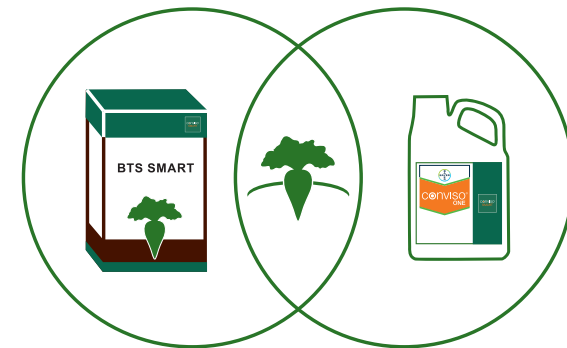


CONVISO® SMART INNOVATIVE SYSTEM WEED CONTROL

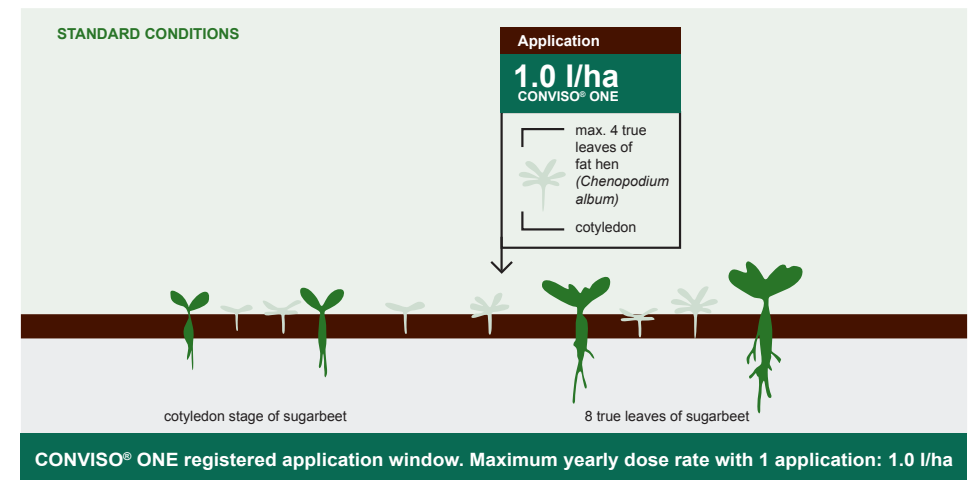
CONVISO® SMART is an innovative and highly effective technology for weed control and sustainable sugar beet cultivation

- ✓ 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:



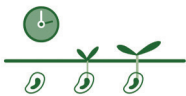
Seed Activation technology developed by Betaseed

- ✓ 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 and approved by BBRO in a 3 year trial in comparison with the UK market standard Enrich 200 – no significant differences identified for crop establishment and yield
- ✓ 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 high quality sugar beets.

- ✓ **Now available as standard on BTS SMART 9485 & optional on BTS 1915**

MORE THAN 800K UNITS WORLDWIDE ARE TREATED WITH THE ULTIPro® SEED ACTIVATION TECHNOLOGY



Fast and homogenous germination



Uniformity of seedling emergence



Better competitiveness of young sugar beet plants



Fast youth development and canopy closure



Earn points with BETASEED

GET £45 REFUND IN DROUGHT SITUATIONS!

BetaCare DROUGHT

A BetaPoint service that supports you

BetaCare DROUGHT is a service that offers a £45 refund on Betaseed SMART Varieties in the event of summer drought. We support you, even in difficult times! Registrations between March 1st and May 31st 2025. Betapoint Service & Rewards Programme is only available on BTS SMART 9485.



For further information, or to watch the BetaCare video, scan the QR code

GENETIC DIVERSITY FOR A SUCCESSFUL HARVEST



BTS SMART 9485

COMPETITIVE ALS
HERBICIDE PACKAGE

BTS 3610

DESIRABLE
ALL-ROUND
PERFORMER



UltiPro



BTS 1915

SIGNIFICANTLY
DIFFERENT

BREEDERS SOWING PERIOD ADVICE FOR BTS VARIETIES

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

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.

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