

YOUR SUGAR BEET FOR 2018



+ landon

NEW

+ degas

NEW

+ haydn

+ pasteur

+ thor

All the right choices



Two new varieties join the Strube line-up for 2018 drilling. LANDON and DEGAS have demonstrated the performance and consistency across all soil types and conditions necessary for UK Recommendation.

With yet more new varieties, choosing your sugar beet has become increasingly complicated. How do you choose the handful of varieties that you need from the 25 on offer? What is the correct balance between the old and the new? Of course, the answer may not always be a Strube variety, however here are some points to consider.

Yield

Consistent high yields are a key requirement for any grower, as this is the basis for a profitable crop. Many growers will base their variety choice on their own experience, adding promising new varieties to their portfolio to check them against known performers.

Low bolting

Bolters are unsightly, depress yields and demand additional work at a busy time. You can reduce the risk of bolters while retaining the yield benefit of early drilling by selecting low bolting varieties such as HAYDN and PASTEUR.

BCN

There are some interesting new nematode tolerant varieties available on the 2018 Recommended List. However, THOR has the added reliability of being Fully Recommended, is competitively priced and suitable for early drilling.

Seed price

Every farmer needs to keep input costs as low as possible to ensure profitable performance. Strube has a policy of competitive and reasonable pricing – you will find a detailed analysis of the impact of seed price on our website.

Genetic variation

It makes sense to choose a portfolio of varieties from different breeders to reduce the risk of potential problems. This also provides a spread of workload and risk for the seed companies and supply chain, reduces costly portfolio management and maintains competition.

Very high sugar yields from later sowings.

- ✓ Consistent very high Adjusted Tonnes
- ✓ Top three Sugar Content
- ✓ Top three establishment

LANDON is already a commercial variety in France and Sweden and provides an excellent all-round agronomic package – consistent, very high Sugar Yields and Adjusted Tonnes with high Sugar Content, excellent establishment and moderate levels of normal sown bolters.

LANDON is not suitable for earlier drillings (before mid-March), but has acceptable bolting resistance for normal sowings and is ideal for later drilling when the risk of bolting is reduced.

LANDON offers an alternative source of genetics at the top of the 2018 Recommended List.

Variety	Rel. Adjusted Tonnes	Rel. Establishment	Sugar Content %	Early Sown Bolters	Normal Sown Bolters
Mean	100	100	17.96%	9,864	45
LANDON	104.7	102.2	18.24%	20,086	62



degas

NEW

Sugar Beet

Ploidy: Diploid

Status: PR3

Recommended: 2017

The lowest bolting from normal sowings.

- ✓ High Sugar Yield and Adjusted Tonnes
- ✓ Low bolting from early sowings
- ✓ The lowest bolting from normal sowings

DEGAS offers a good, versatile agronomic package including high Sugar Yields and Adjusted Tonnes with good Sugar Content, good purity profile and respectably low levels of bolting from both early and normal sowings. All in all, a neat and tidy sugar beet with very large tops and good looking uniform roots.

DEGAS is National Listed in France, Denmark and the UK and offers another useful alternative genetic on the Recommended List.

Variety	Rel. Adjusted Tonnes	Rel. Establishment	Sugar Content %	Early Sown Bolters	Normal Sown Bolters
Mean	100	100	17.96%	9,864	45
DEGAS	102.0	97.5	18.10%	7,570	0



haydn

Sugar Beet

Ploidy: Diploid
Rhizomania resistant
Status: R
Recommended: 2013

Very low bolting and consistently good yields.

- ✓ **Consistent commercial performance**
- ✓ **Very low bolting – ideal for early drilling**
- ✓ **An ideal combination of features**

In 2017, for a fourth year in succession, HAYDN has taken around 20% of the UK market. A model of consistency and performance, HAYDN, with its exceptional bolting resistance, can be relied on to deliver a profitable crop.

Variety	Rel. Adjusted Tonnes	Rel. Establishment	Sugar Content %	Early Sown Bolters	Normal Sown Bolters
Mean	100	100	17.9%	9,864	45
HAYDN	100.0	99	17.9%	3,808	7



pasteur

Sugar Beet

Ploidy: Diploid
 Rhizomania resistant
Status: R
Recommended: 2011

Commercially proven with reliable yield performance.

- Consistent performance and low bolting
- Profitable for six seasons and once again one of the UK's most popular sugar beet varieties

Variety	Rel. Adjusted Tonnes	Rel. Establishment	Sugar Content %	Early Sown Bolters	Normal Sown Bolters
Mean	100	100	17.96%	9,864	45
PASTEUR	99.4	100.3	17.97%	5,730	14

thor

Sugar Beet

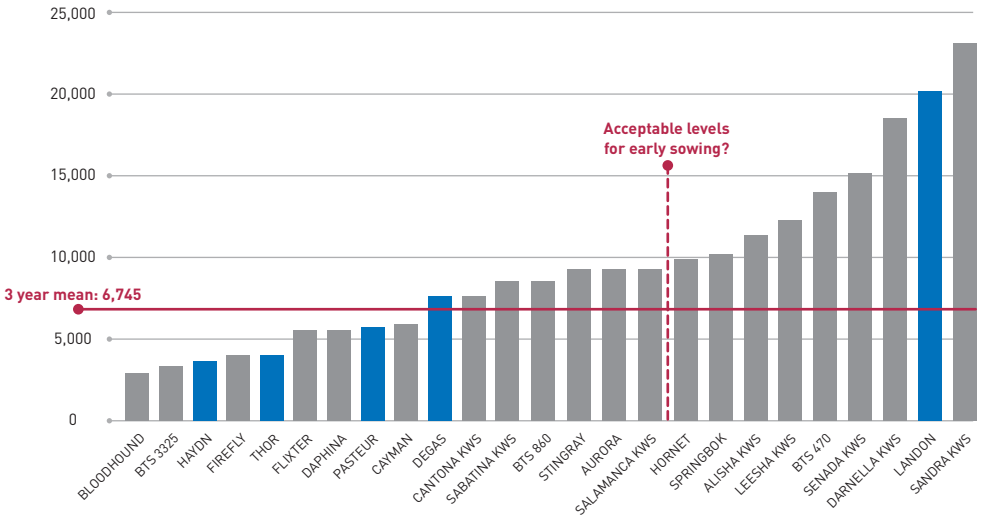
Ploidy: Diploid
 Rhizomania resistant & BCN tolerant
Status: R
Recommended: 2012

The cost-effective way to hammer nematodes.

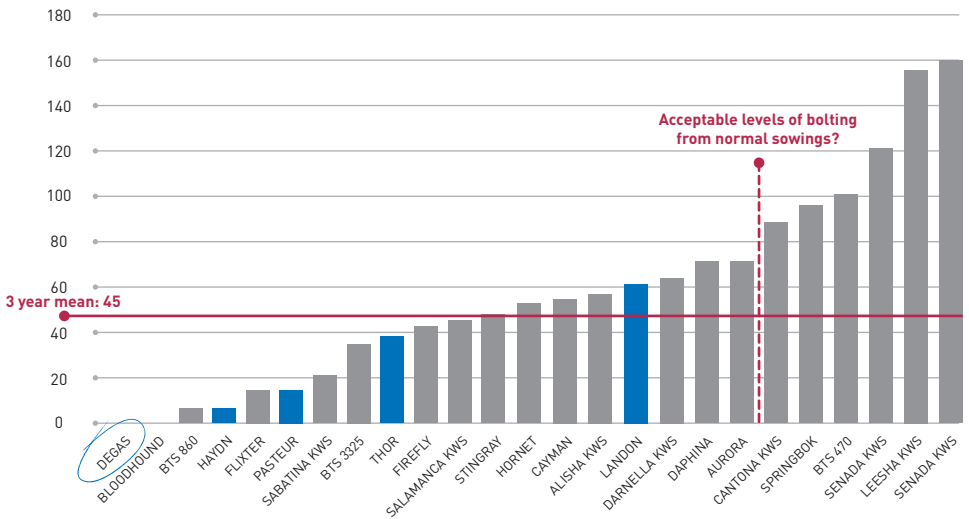
- High tolerance to BCN
- Very low bolting and suitable for early drilling
- Realistically priced nematode tolerance

Variety	Rel. Adjusted Tonnes	Rel. Establishment	Sugar Content %	Early Sown Bolters	Normal Sown Bolters
Mean	100	100	17.96%	9,864	45
THOR	100.2	99.5	17.73%	4,070	38

Early sown bolters per hectare



Normal sown bolters per hectare





Selection advice

If you would like to discuss how you can make the best of our seed or any other aspect of choosing varieties, do please get in touch.

Keeping up to date with Strube

You can find the latest news and advice at our website.

strube-sugarbeet.co.uk

Get in touch

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