Consistently growing profit for British growers

Your sugar beet for 2019

Beet you’re better off with
Gauguin

Early drilling

Low bolting

Future proofing
New for 2019, Gauguin sugar beet offers high yields, a high level of tolerance to Beet Cyst Nematodes (BCN), resistance to Rhizomania and very low bolting – the lowest early-sown bolting of all the BCN tolerant varieties on the 2019 Recommended List.

Gauguin can be drilled as early as sensibly practicable, having demonstrated early-sown bolting lower even than Haydn in three years of trials. With excellent establishment and vigorous growth, Gauguin will help you to win the race to 12 true leaves by early May to protect against aphids.

Gauguin provides not only high yields and affordable protection against nematodes in fields of low, medium and severe nematode infestation – where yield losses of up to 40% can occur, but also offers yields comparable to many other varieties without BCN tolerance in uninfected sites.

Realistically and competitively priced, Gauguin is suitable for all soil types and all drilling and harvesting times. It delivers cost-effective performance against the nematode threat to protect your income.

- High Adjusted tonnes
- Very low bolting
- BCN tolerant
- Rhizomania resistant
- Suitable for early drilling
- Cost-effective and affordable
- Recommended January 2018
Top 3 sugar content for top income
Degas sugar beet

Degas sugar beet, first Recommended in January 2017, is a resilient and adaptable Rhizomania tolerant variety which makes up nearly 10% of the 2018 UK National crop. With high yields and top three sugar content, Degas offers an excellent, versatile agronomic package. This includes good establishment, good ground cover and good bolting resistance from drillings after the 15th March.

Among the most popular varieties in UK fields in 2018, Degas is a complementary variety to Haydn with high yield, high sugar content and respectable low bolting from normal sowings – a good replacement for those that liked our variety Pasteur.

High sugar content helps to deliver increased income and Degas has averaged over 18.0% sugar content in each of the last three years of National trials. This also makes Degas worth considering as a cost-effective ‘transport’ variety, if haulage is from a greater than average distance. Degas is a competitively-priced, neat and tidy sugar beet, bred to yield increased profits for UK growers.

- High sugar yield
- Top 3 sugar content
- Low bolting from normal sowings
- Suitable for all soil types and harvest dates
- Rhizomania resistant
- Competitively priced
- Recommended January 2017
Haydn
Consistently high yielding

Very low bolting
Haydn sugar beet

Haydn sugar beet is a commercially fully proven and reliable Rhizomania resistant sugar beet variety. It delivers strong yields, good sugar contents and some of the lowest bolting available from both early and normal sowings.

Haydn made up one fifth of the phenomenal and record-breaking 2017 crop. Once again, it is one of the UK’s most popular varieties in 2018, with 10% of the UK National crop area, and with good reason.

Since its initial Recommendation five years ago, Haydn has consistently provided all the characteristics that help to deliver a dependable and profitable high-value sugar beet crop. Add to this excellent establishment and large healthy tops, that cover the ground quickly, and you have a special and handsome variety.

Haydn is a Fully Recommended all-round variety that is suitable for all soil types and all drilling and harvest dates. Once again, competitively priced, Haydn should be a cornerstone to your 2019 seed order.

- Consistent high yields
- High sugar content
- Very low bolting
- Ideal for early drilling
- Rhizomania resistant
- Competitively priced
- Recommended January 2013
Strube’s portfolio of sugar beet varieties for 2019

Strube are committed to providing UK growers with reliable, good-value, high-performance sugar beet varieties.

We have a reputation for providing varieties that perform consistently well on farm, are competitively priced and stand the test of time. Every grower needs to keep input costs as low as possible. There are currently some significant differences in the cost of sugar beet seed that are worth looking at closely – balancing output versus cost.

I am very encouraged by the many reports of the consistency and reliability of our varieties in the field. It is perhaps not surprising that nearly a third of the record-breaking UK crop of 2017 was in Strube varieties and, this year, Haydn and Degas will once again be major varieties for UK growers.

With the withdrawal of neonicotinoid insecticide seed treatments and the consequent loss of 12 – 14 weeks of protection, we are undoubtedly facing some challenging times for sugar beet growing. But sugar beet is a versatile and resilient crop and I believe that choice of the right variety is one small factor that could assist us here. Vigorous crops from top-quality seed, capable of very early drilling (Haydn and Gaugin), or mid-early drilling (Degas), will give us the best chance in winning the race to 12 true leaves.

Richard Powell,
Managing Director, Strube UK Ltd