

# Three top choices

High yield, high sugar content, very low bolting

## TRINITA

— SUGAR BEET —



## ALOTA

— SUGAR BEET —



## OPTA

== SUGAR BEET ==



Only three sugar beet varieties combine very high yield, very high sugar content and very low bolting. Three top choices for your 2009 seed order.



100 Years of Successful Sugar Beet

HILLESHOG IS A BRAND OF SYNGENTA

# You're closing in

## ► CHOOSING SUGAR BEET VARIETIES

70 tonnes/ha is an ambitious target. But some 25% of growers are already achieving this – even in difficult years. With the leading Hilleshog varieties for 2008, Syngenta is playing its part in helping more growers to 70 tonnes and beyond.

Now we come to the choice of varieties for 2009 drilling. 'Maximise yield at every stage' was the advice from Beet 08. Hilleshog have the varieties with the right performance at every stage to help you maximise your yields.

With strong establishment, good early vigour and large tops to give early leaf cover, excellent bolting resistance to allow early drilling with confidence and high sugar content to build yield through the season, we have three excellent choices for your seed portfolio. All also have the improved root shape which makes for easier harvesting and low tares,

With TRINITA, ALOTA and OPTA, you will have the best possible foundation for a successful and profitable sugar beet season.

### ► TRINITA SUGAR BEET

The leading variety in 2008 offers excellent returns through consistently high yields, high sugar content and very low bolting. With good establishment and strong, uniform growth, TRINITA has consistently produced over 90 tonnes/ha. in trials. It has an excellent agronomic profile that can take you to 70 tonnes and beyond.

### ► OPTA SUGAR BEET

With the highest possible sugar content and low tares, OPTA gives you the chance to put the most sugar possible on every load. OPTA has very low bolting and good establishment and has produced excellent results right across the country. OPTA has been particularly well received by growers who find themselves at greater distances from their factories, as there is no better beet to haul.

### ► ALOTA SUGAR BEET

ALOTA is a strong all-round variety that has also consistently produced over 90 tonnes/ha. in trials. The combination of high sugar content, high yield and very low bolting make ALOTA another clear choice for your seed portfolio. It has performed well in its first commercial season and has met with the approval of many growers.

**HIGH SUGARS** High sugar content is essential to maximise the value and efficiency of every load leaving the farm. Varieties that combine high yields with high sugar content offer the best prospect of a profitable return. The leading Hilleshog varieties all deliver reliable, high sugar contents, as indicated by three years of NIAB trials (2005-2007).

VARIETY	HIGH SUGAR CONTENTS
TRINITA	18.1%
ALOTA	18.3%
OPTA	18.5%
Mean of controls	17.6%

Mean of NIAB trials 2005-2007


**HIGH YIELDS** are arguably the first priority for a variety; not just in trials, but also in regular commercial use. Hilleshog's keen attention to seed quality makes sure that you have the best opportunity to get a yield as good as, or better than, trials results. All Hilleshog varieties can comfortably exceed the 70 tonne target, and we have many reports of performance well in excess of the target in the extraordinary conditions of the last growing season.

VARIETY	RESULTS	
	RELATIVE	ACTUAL (T/HA)
TRINITA	103.9	95.2
ALOTA	103.9	95.2
OPTA	103.9	95.2
Mean of controls	100.0	91.6


**LOW BOLTING** With the continuing trend to early drilling, we must remain alert to the likelihood of bolting induced by accumulated cool days. Bolters thrown by susceptible varieties hit yield and store up problems for the future. Experts now prefer to talk about 'climate change' rather than 'global warming' and drilling from March 1st still opens the door to the risk of more cold days after the crop has come through the ground. Good bolting resistance therefore remains an important criterion for growers. With any Hilleshog variety, you can drill early with confidence.

VARIETY	BOLTERS PER 1000 PLANT POSITION	
	EARLY SOWING	NORMAL SOWING
TRINITA	0.3	0.0
ALOTA	0.4	0.0
OPTA	0.3	0.0
Mean of controls	0.9	0.1

Mean of NIAB trials 2005-2007



**CRUISER FORCE BEET** seed is the unique combination of the No 1 soil acting pyrethroid, tefluthrin, and thiamethoxam, giving unbeatable foliar pest control and greater activity in dry conditions. Cruiser Force seed delivers increased reliability of soil pest and Virus Yellows control for consistently higher yields and returns from your sugar beet crop.



**SPYRALE**– the fungicide for the professional sugar beet grower gives powerful control of all the key foliar diseases, including Powdery Mildew, Rust, and Ramularia, prolongs green leaf retention and delivers extra yield and sugar content. In addition, for 2008, Spyrale has a label recommendation for Cercospora.



**HILLESHOG IS A BRAND OF SYNGENTA**

If you would like to know more about how Syngenta can help you to meet and beat the 70 tonne target, please get in touch. **Syngenta Seeds & Syngenta Crop Protection, CPC4, Capital Park, Fulbourn, CAMBRIDGE, CB21 5XE**  
 SPYRALE®, CRUISER® and FORCE® are registered trademarks of a Syngenta Group Company. SPYRALE contains Difenoconazole and Fenpropidin, MAPP No 12566. CRUISER contains Thiamethoxam, MAPP No 12958, FORCE contains Tefluthrin, MAPP No 11752. Use pesticides safely, always read the label.