



## *2014 Sugarbeet Seed Week Meetings Will Help in Variety Selection*

*When selecting sugarbeet varieties for the 2015 planting season consider multiple factors including yield, sugar content, disease and pest resistance.*

Michigan Sugar Company and Michigan State University Extension both conduct variety trials to evaluate the positive and negative traits of each variety. This testing program is comprehensive and involves both small and field scale trials. Michigan Sugar research program conducts the official variety testing. From this testing program varieties are evaluated and determined if they will be approved for planting. The Michigan State University Sugarbeet Advancement program will then take approved varieties and test them under grower management in replicated strip trials.

Evaluating results in both small trials and larger strip trials has proven to be an effective mean in selecting varieties. This two tiered testing procedure is unique to the Michigan sugarbeet industry. Growers are able to assess varieties under variable of growing conditions and management practices. Varieties that consistently perform well under variable conditions (trials) should gain the largest piece of the pie for planting. This process has allowed Michigan to become the leader in yield and quality improvement in the nation.

The genetic potential for yield and quality is important but do not forget to consider resistance to disease and pest. Each approved variety is also tested in nurseries for its resistance/tolerance to a host of pests and diseases. These will include: Rhizoctonia, Cercospora leaf spot, Aphanomyces, Root Aphid and Nematodes. In many of our sugarbeet fields we will have one or more of these issues. Correct variety selection on a field by field basis is very important to minimize the impact of these issues.

Growers are encouraged to attend the 2014 REACH sugarbeet seed week meetings and utilize the 2014 REACH Variety Trial Research Report for variety selection. This is the best source of current variety information that has been conducted by the Michigan Sugar Company, Sugarbeet Advancement, and individual seed companies. For the dates and locations see the schedule on Table 1. These programs are held December 1-5, 2014 in five locations in the growing region. All programs are 3 ½ hours long and will include information from researchers and seed company representatives. All programs run from 8:30 a.m. to 12 p.m. and include complimentary lunch.

	<p>Research &amp; Education Advisory Council (REACH) c/o MICHIGAN SUGAR COMPANY 2600 South Euclid Avenue Bay City, Michigan 48706 (989) 686-0161</p>
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**Table 1: 2014 Sugarbeet Seed Week**

<b>DATE</b>	<b>AREA</b>	<b>TIME</b>	<b>LOCATION</b>
12/1/14	Mt. Pleasant	8:30 am – Program Noon - Lunch	Soaring Eagle Casino and Resort 6800 Soaring Eagle Blvd. Mt. Pleasant MI 48858
12/2/14	Sebewaing	8:30 am – Program Noon - Lunch	Bay Shore Camp 450 N. Miller Street Sebewaing MI 48759-0624
12/3/14	Bay City	8:30 am – Program Noon – Lunch	Double Tree 1 Wenonah Park Pl. Bay City MI 48708
12/4/14	Ubly	8:30 am – Program Noon - Lunch	Ubly Heights Golf Course 2409 East Atwater Road Ubly MI 48475
12/5/14	Ontario	8:30 am – Program Noon - Lunch	Country View Golf Course 25393 Hwy. 40 Dover Center, Ontario, Canada NOP 1LO

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