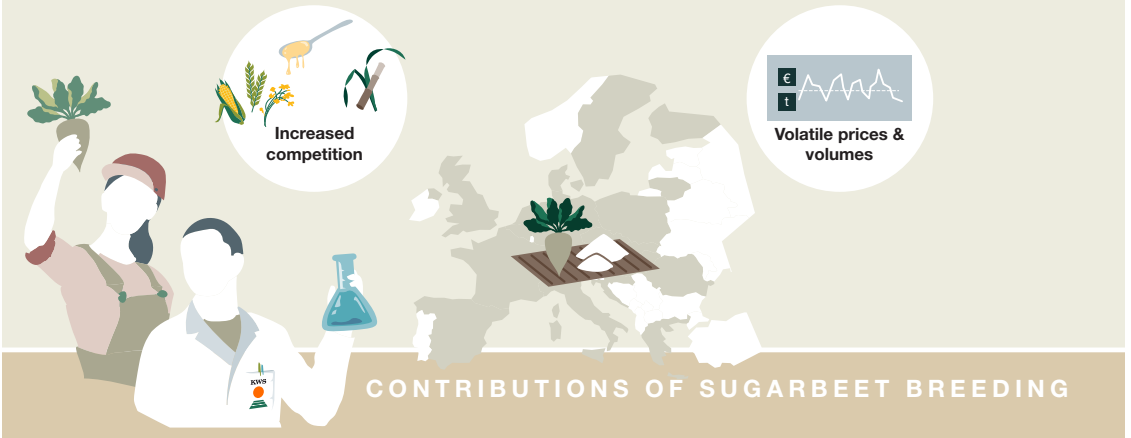


Sugarbeet: Fit for 2017

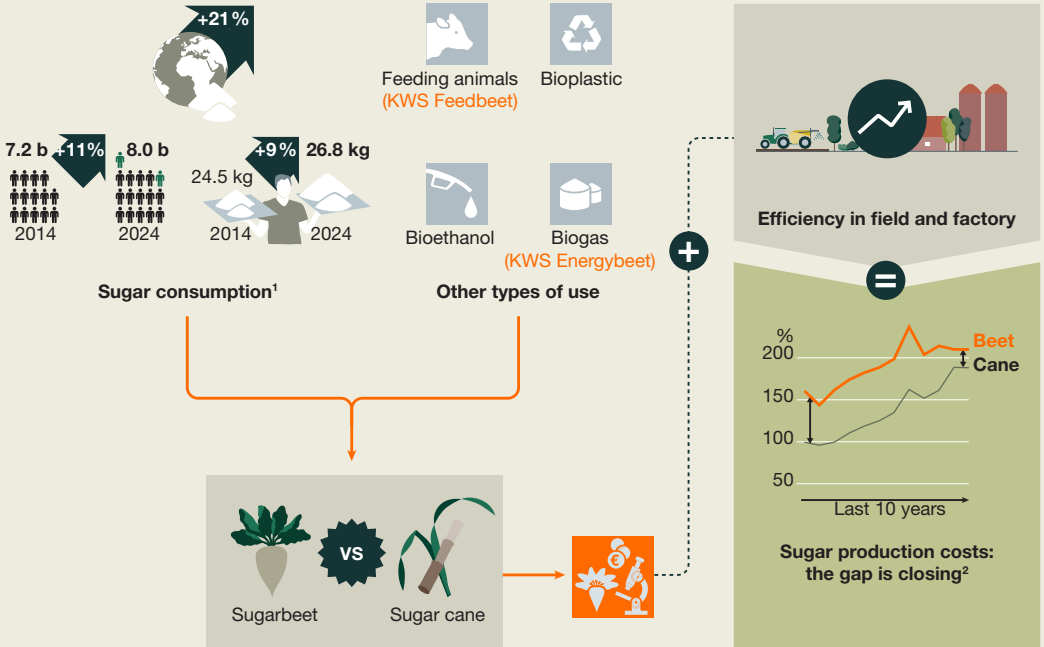
Changes and challenges of EU sugar market reform 2017



Breeding progress is key to competitiveness

Investment in innovation is crucial

Chance: growing sales opportunities



Sources: ¹OECD, 2015. ²USDA, 2014.