(1.) The world demands more sugar.

- Sugar consumption per annum: +2% p.a.
- World population: +1.4% p.a.
- Sugar consumption: +0.7% p.a.

Global sugar production and cane vs. beet development ratio:

- Total production: 180 mln tons raw sugar value
- Cane: 67 in %
- Beet: 80 in %

Crop productivity and sugar yield development:

- Sugarbeet yield: +2.7% p.a.
- World sugarcane acreage: +0.5% p.a.

Sugar production countries:

- NW-Europe*, EU-28, Brazil (CS)*

(2.) Sugarcane grows in acreage, sugarbeet grows in productivity.

- INNOVATIVE HERBICIDE TOLERANCE
  - Yield increase: +4.7 t/ha
  - Yield security
  - Seed quality

(3.) Productivity gains make sugarbeet competitive.

- Joining forces for competitiveness
- KWS R&D expenses sugarbeet
- World: white sugar price
  - NW-Europe*, white sugar FOB
  - Brazil (CS)*, raw sugar FOB

(4.) Breeding progress is key to competitiveness. Investment in innovation is crucial.

- Contact: sugarbeet@kws.com

Sources:
6. LMC International, 2017. FOB = free on board Sao Paulo (Brazil) or nearest harbour (NW-Europe).
7. KWS data.