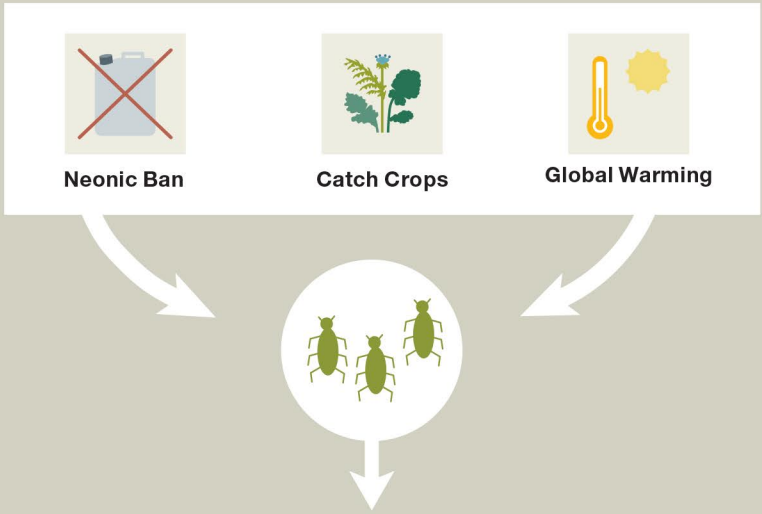
Virus Yellows Protect

The new approach to control yellowing viruses

Reasons why we have to act

With the loss of neonicotinoid sugar beet seed treatment, combined with a wider use of catch crops and global warming, Virus Yellows (VY) presents a serious threat to sugar beet.

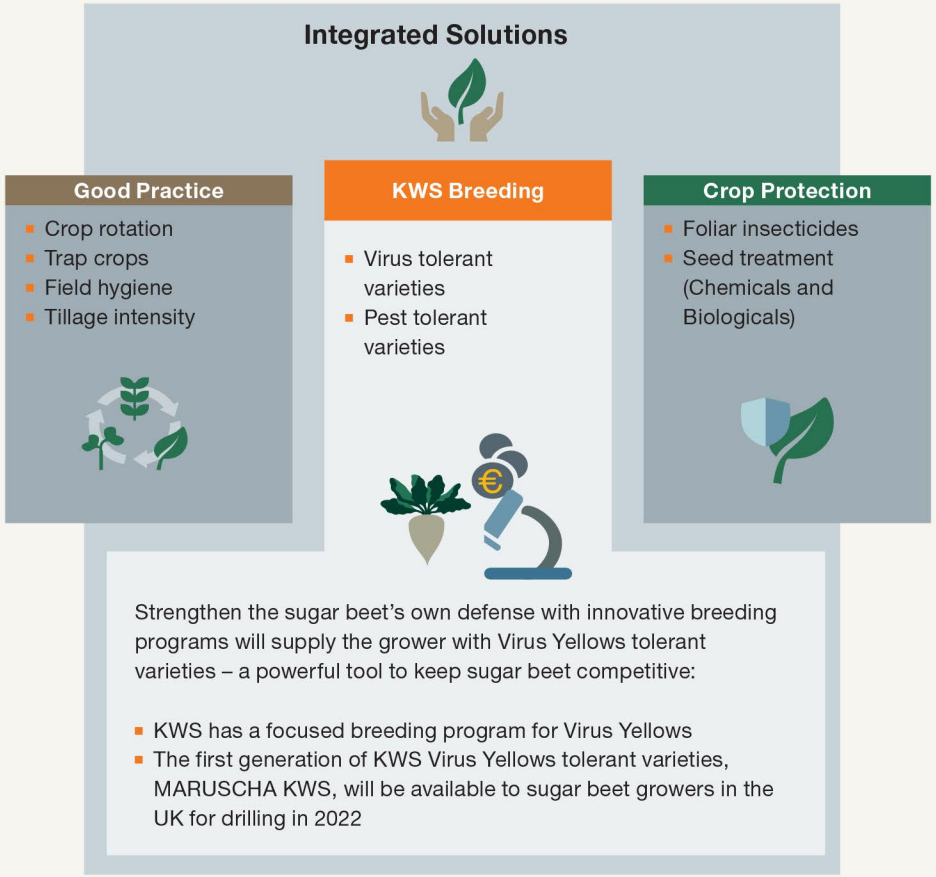


Virus Yellows causes damages in the field:

The earlier and higher the aphid pressure (especially of Peach Potato Aphid) the higher the risk of virus infection in the field. Virus infection in sugar beet leads to reduced sugar yield.

Virus Yellows Protect

Control of Virus Yellows requires an integrated approach including the development of tolerant sugar beet varieties, agronomic measures and crop protection.



Strengthen the sugar beet's own defense with innovative breeding programs will supply the grower with Virus Yellows tolerant varieties – a powerful tool to keep sugar beet competitive:

- KWS has a focused breeding program for Virus Yellows
- The first generation of KWS Virus Yellows tolerant varieties, MARUSCHA KWS, will be available to sugar beet growers in the UK for drilling in 2022