Red Beet Catalogue.

2026/2027

Red Beet | Global

kws**vegetables**.com

SEEDING THE FUTURE SINCE 1856

KWS

FOLLOW THE FRESH TRAIL.

Pioneers in Vegetable.
Seed Breeding since 1956.
A Journey of Paving New Ways.

Powered with **Pop Vriend Genes**

The story of KWS Vegetables reflects the entrepreneurial spirit that has driven KWS and Pop Vriend Seeds for generations. From their humble beginnings - KWS in sugarbeet breeding and Pop Vriend in vegetable seeds - both companies have always been driven by a restless curiosity and an ongoing hunger for fresh challenges. In 2019, their paths crossed as the next generation carried forward this pioneering mindset. Our rock-solid commitment to bold, fresh-forward-thinking innovation continues to shape the journey of KWS Vegetables today. By pushing boundaries and exploring new paths, we create sustainable, impactful vegetable seed solutions for generations to come.

Our Customer Team Red Beet is ready to start a Fresh Journey with you.

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Customer Team Red Beet

At KWS Vegetables, we're committed to working side by side with our customers. That's why we like our breeders and advisors to be close to the market, with their boots on the ground. Our dedicated Customer Team for Red Beet focuses entirely on this segment, allowing us to concentrate on what truly matters to you. Together, we'll break new ground and create innovations that make a real difference.

INITIO

The Initial Spark
For a Stronger Start.

Innovative seed treatment by KWS
INITIO supports Red Beet establishment, helping growers achieve a stronger plant stand, particularly when growing conditions become more challenging.

- **Additional support under challenging growing conditions**
  An extra boost when young plants need it most.
- **Stronger crop establishment**
  Building the foundation for a healthy and vigorous crop.
- **Enhanced root development**
  Supporting vigorous early plant development.

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KWS

Scarlett F1.

Suitable for fresh market, processing and storage

Scarlett combines quality with round shape and grows less vigorously compared to Jolie.

Tops remain very healthy during spring and summer, resulting in high Brix and flexible market positioning.

Suitable for smaller sizes for processing and larger sizes for fresh market bunching. Short cooking time and easy skin release fit vacuum packing.

Shape: Round
Tops: Strong
Maturity: Medium early
Sowing period: Spring and Summer season
Color: Very dark red
Brix: 11-13
Dry matter content: 13%
Betanin content: 0,65 g/100 g
Product Label: KeepSweet
Features: High quality round beet with excellent uniformity

Jolie F1.

Suitable for fresh market, processing / juice production and storage

Jolie can be sown in late spring and summer, producing a very round beet. Maturity is on average 10 days later compared to Scarlett.

Suitable for fresh market and storage. High sugar content supports good taste.

Shape: Round
Tops: Very strong
Maturity: Late
Sowing period: Late Spring into Summer season
Color: Dark red
Brix: 11-13
Dry matter content: 13%
Betanin content: 0,6 g/100 g
Product Label: KeepSweet
Features: Later maturing hybrid with good uniformity and high yield

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NEW! KWS Power Cruz F1.

Suitable for fresh market and processing

KWS Power Cruz is KWS's answer to Rhizomania and the first variety to carry the Power name. Extensive trials confirm exceptional tolerance to Rhizomania.

Also brings consistent yields, attractive shape and outstanding uniformity.

Shape: Round
Tops: Medium strong
Maturity: Medium late
Sowing period: Spring and Summer season
Color: Dark red
Brix: 12-13
Dry matter content: 13%
Betanin content: 0,65 g/100 g
Product Label: KeepSweet
Features: Rhizomania resistance IR and excellent uniformity

KeepSweet Beets

Ensure your beets have consistent flavor after storage and cooking thanks to high Brix. Varieties with a round shape that allows fast peeling and minimizes waste.

High on Brix. Lasting Sweetness.

Jolie, Scarlett &
KWS Power Cruz

- **Less processing costs and product loss**
  Peels fast because of the round shape.
- **Can be promoted as a healthy product**
  No sugar addition needed during vacuum packing and juicing.
- **Longer supply from storage**
  Highest brix in the market.

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KWS

Sow your thoughts and let them grow

Figures and information in this brochure are based on the average results of large scale plantings under European conditions and may vary with local environmental and agronomic conditions, grower skills, microclimate and soil structure. Resistance means ‘the ability of a plant variety to restrict the growth and development of a specified pathogen and/or the damage they cause when compared to susceptible plant varieties under similar environmental conditions and pathogen pressure. Resistant varieties may exhibit some disease symptoms or damage under heavy pathogen pressure’. It is to be noted that if a resistance is claimed in a plant variety it is limited to the specific biotypes, pathotypes, races or strains of the pathogen.

KWS Vegetables Netherlands B.V. does not accept liability based on the information in this brochure for deviating results in the cultivated product. Buyers and users of KWS Vegetables Netherlands B.V. varieties are responsible to determine suitability of the seeds to intended cultivation and local circumstances.
All contracts for delivery of goods are subject to our general terms of sales and delivery, which you can download from our site www.kwsvegetables.com. You can also ask for a copy by e-mail via info@kws.com.

Please check our website for the most updated technical specifications of our varieties.

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