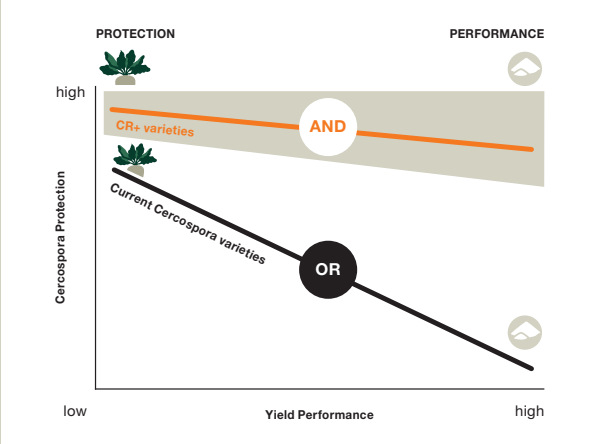
KWS Innovates Productivity

In the past growers had to decide: Either a high level of Cercospora protection OR a high yield performance under low or now Cercospora pressure.

The aim of plant breeding is to achieve the best possible combination of tolerance AND yield - under all growing conditions, with and without disease infestation. The new Cercospora variety generation follows a new rule:



The new CR+ variety generation has been

+ identified in a large breeding population which KWS mainly derived from a broad range of wild beet material and
+ developed by classic breeding methods (crossing and selection).

No more one or the other -
with this new varieties you are always right!

Cercospora Protection + Yield Performance

[1]**Source:**
Wolf, P. F. J., Kraft, R., and Verreet, J. A. (1998). Schadrelevanz von Cercospora beticola (Sacc.) in Zuckerrüben als Grundlage einer Verlustprognose. J. Plant Dis. Prot. 105, 462–474.

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Cercospora Protection + Yield Performance

CR+.
A revolution in Cercospora management.

SEEDING
THE FUTURE
SINCE 1856

KWS

Cercospora puts sugarbeet in a tough environment.

Cercospora Leaf Spot is by far the most destructive leaf disease of sugarbeet - reducing the crop yield by by up to 50 percent[1] in many places.

Classic Cercospora varieties in combination with the current/future fungicide portfolio cannot control Cercospora Leaf Spot completely.

This leads to significant losses in productivity and competitiveness for both growers and the sugarbeet industry.

In the future, controlling Cercospora with plant protection products will become even more difficult.

Fungicide resistances spread widely and thus reduce the efficacy of plant protection products.

A broad use of active substances for the prevention of resistances is no longer possible as their number is being further limited.

Integrated pest management is becoming increasingly important - farmers are forced to limit their fungicide use as much as possible.

KWS solution: Genetics for improved Cercospora control and a potential for fungicide savings.

Cercospora Protection + **Yield Performance**

Significantly delayed disease progress and symptom reduction.

High yield performance in presence and no yield gap in absence of Cercospora Leaf Spot.

Productivity

A ”plus” level of Cercospora tolerance AND yield performance in presence and absence of the disease ensures the productivity and competitiveness of sugarbeet.

Cercospora Protection + **Yield Performance**

What is in it for me?

+ Minimizes the disease`s impact on the plant.
+ Suppresses the spread of the disease.
+ Potential for fungicide savings.

What is in it for me?

+ High performance under heavy Cercospora pressure.
+ Ensures sugar content even under infection.
+ No yield gap in the absence of Cercospora.