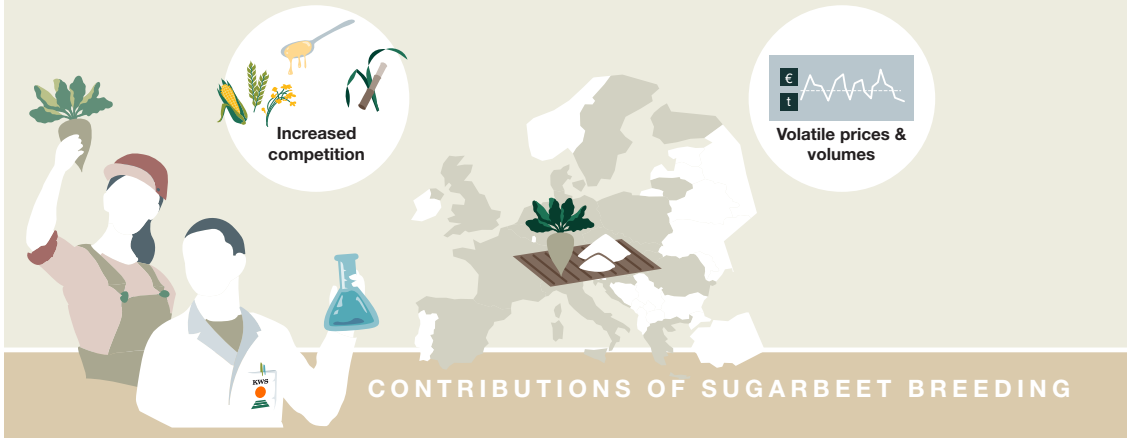


# Sugarbeet: Fit for 2017

Changes and challenges of EU sugar market reform 2017

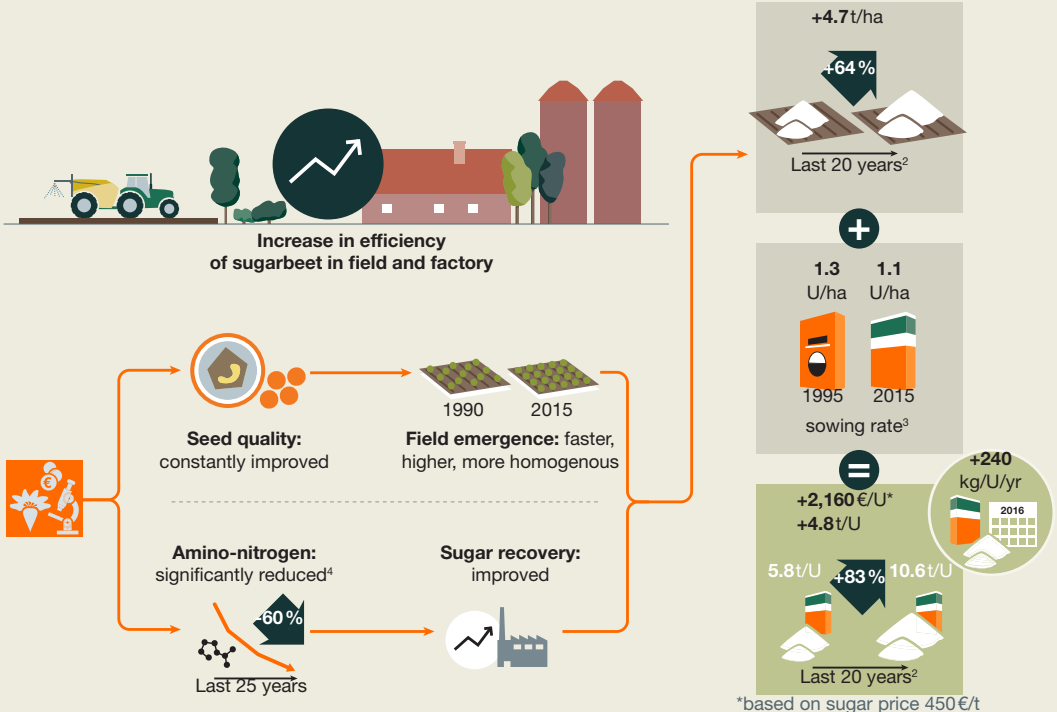


CONTRIBUTIONS OF SUGARBEET BREEDING

Breeding progress is key to competitiveness

Investment in innovation is crucial

## Chance: efficiency in field and factory<sup>1</sup>



Sources: <sup>1</sup>Average EU values applied. <sup>2</sup>Bartens, 1995-2015. <sup>3</sup>KWS trials / evaluation. <sup>4</sup>Vermeulen, 2015.