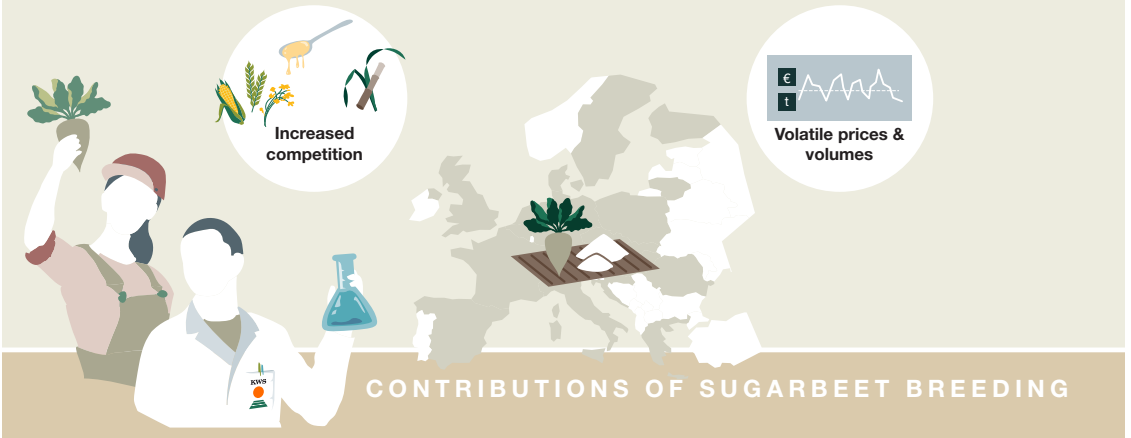


# Sugarbeet: Fit for 2017

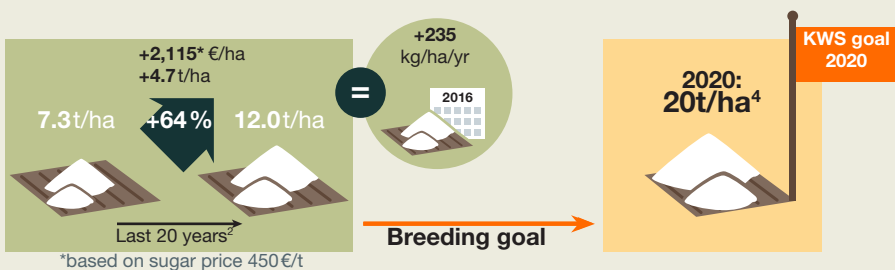
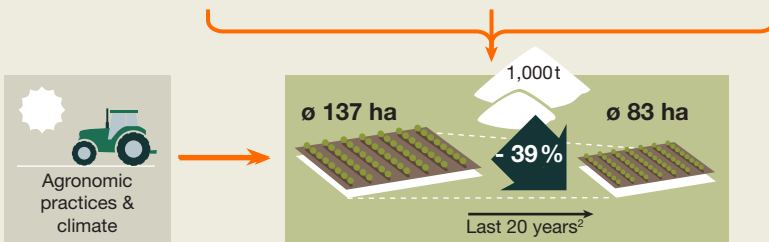
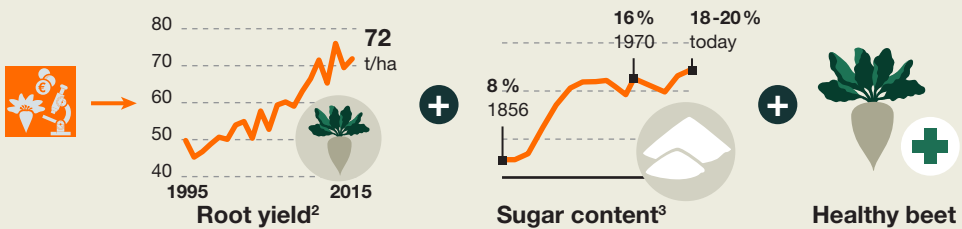
Changes and challenges of EU sugar market reform 2017



Breeding progress is key to competitiveness

Investment in innovation is crucial

## Chance: yield increase<sup>1</sup>



Sources: <sup>1</sup>Average EU values applied. <sup>2</sup>Bartens, 1995-2015. <sup>3</sup>Burba & Jansen, 2000. <sup>4</sup>New varieties in official trial system in Germany.