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The best time for the first herbicide application with the CONVISO® SMART application manager

The CONVISO® SMART system offers an efficient, effective and sustainable way to control weeds in sugarbeet. The digital myKWS tool CONVISO® SMART application manager now provides farmers with a new way to determine the best time for the first application of the herbicide CONVISO® ONE.

The CONVISO® SMART system – comprising conventionally bred SMART KWS varieties that are tolerant to the herbicide CONVISO® ONE – allows not only the number and quantity of herbicides used to be reduced, but also the number of applications, usually down to two necessary treatments. That makes it all the more important to choose the best time for the first application in order to ensure the long-term effectiveness of this innovative system.

The free myKWS tool CONVISO® SMART application manager helps beet growers do just that. Unlike conventional herbicide application, the spraying time in the CONVISO® SMART system is determined by the two-leaf stage (BBCH 12) of the *Chenopodium album* weed. The critical growth stage of this indicator weed must be monitored continuously and over longer periods of time in the field. When farmers now register their fields in advance on the myKWS platform, the tool uses weather and location data, along with information on the date of the last tillage and sowing date to determine when the *Chenopodium album* has reached the critical development stage. The farmers are then informed immediately, can check their fields, and are effectively supported in their decision-making by means of precise data. KWS has conducted tests over many years to achieve this reliability for the tool. The aim is to gradually develop the application manager further so that a second application recommendation should also be possible in the future.

The myKWS platform tools support the farmer – across all crops – from variety selection to harvest with farm and field-specific recommendations.

About KWS

KWS is one of the world's leading plant breeding companies. Nearly 5,000 employees* in more than 70 countries generated net sales of around €1.68 billion in the fiscal year 2023/2024. A company with a tradition of family ownership, KWS has operated independently for almost 170 years. It focuses on plant breeding and the production and sale of seed for sugarbeet, corn, cereals, vegetables, oilseed rape and sunflower. KWS uses leading-edge plant breeding methods to continuously improve yield for farmers and plants' resistance to diseases, pests and abiotic stress. To that end, the company invested more than €300 million last fiscal year in research and development.

*excl. seasonal workforce

More information: www.kws.com. Follow us on LinkedIn: [LinkedIn KWS Group](#)

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