



SESVANDERHAVE

sugarbeet seed



SESVANDERHAVE USA, INC.

2020 GROWER GUIDE

FOR MINN-DAK FARMERS COOPERATIVE GROWERS



“Our local colleagues are not only responsible for sales, but also to maintain close contact with the local market, so they have a thorough knowledge of the needs and expectations of growers. That is a definite advantage.”

Bruno Vandamme
Commercial Director at SESVanderHave



A LEADING GLOBAL PLAYER

SESVanderHave is a worldwide leader in the sugarbeet seed industry headquartered in Belgium’s “sugar capital”, Tienen. We specialize in every aspect of sugarbeet seed production, from the development of new and more resistant varieties to final seed processing.

Worldwide, SESVanderHave annually sells nearly 400 varieties in more than 50 countries. Each variety is developed for the needs of individual markets all over the world.



MORE THAN 140 YEARS GROWING WITH OUR CUSTOMERS

SESVanderHave was created in 2005 when the Belgian seed company **SES Europe** merged with the Dutch firm **DJ VanderHave**.

VanderHave goes back as far as 1879, when D.J. VanderHave set up a seed company in Zeeland, The Netherlands. In 1977, VanderHave was taken over by Cosun. In 1972, S.B.G.B. merged with an Italian seed firm, and changed its name to SES. In 1987, SES was taken over by the British multinational ICI, which, in 1993 decided to group a number of activities within a separate international company called Zeneca. In 1996, Zeneca and Cosun merged to form Advanta. Finally, in 2005, Advanta sold its sugarbeet seed activities to the Florimond Desprez group, a French family-owned business specializing in seed.

This long history lead to the creation of SESVanderHave, a company that is 100% focused on sugarbeet seed.



DJ VanderHave
(NETHERLANDS)



S.B.G.B.
(BELGIUM)



Advanta Seeds



UNITED STATES RESEARCH & DEVELOPMENT

RESEARCH SEED PRODUCTION

Creating high-performing varieties starts with producing experimental hybrid seed. Roundup Ready™ varieties are produced here in the U.S. to be tested in our field trial program and industry-sponsored Official Variety Trials.

FIELD TRIALS

SV has thousands of yield plots across all U.S. sugarbeet markets so that new varieties ensure local adaptation and are tested against all approved varieties for each market.

Experimental varieties are also tested in numerous disease and insect field nurseries to screen for tolerances, and in many cases, inoculated with the pathogen to ensure a proper screening.

After multiple years of data, SV enters elite lines into local sugar industry OVTs against the standards of that market.

COMMERCIAL SEED PRODUCTION

SESVanderHave produces basic seed to make the eventual commercial variety. Basic seed is planted in both the Willamette Valley of Oregon and our seed production fields in Yuma, AZ, where our parental lines are nurtured to the proper health and size. Good agronomic management leads to a successful commercial seed harvest in August.

SEED PROCESSING

From precleaning, polishing, running over gravity tables, and screening and sizing, our seed goes through complete processing. The seed moves on to be pelleted to size and coated with the appropriate seed treatments needed for each growing region and then colored our distinct SESVanderHave metallic red. At each step, it is evaluated for germination and vigor.

QUALITY ASSURANCE

Our Quality Assurance team tracks seed quality through every step, using germination and purity testing, heat and cold stress tests, greenhouse and field growouts, and tissue sampling of every lot to run through state-of-the-art genetic trait analysis. These tests generate over 6 million quality data points per year for both our international and U.S. team to analyze and make quality decisions on our seed before it's sold.



THE SESVANDERHAVE POINTS OF DIFFERENCE



TANDEM TECHNOLOGY®

Tandem Technology® is bred into all SESVanderHave varieties for maximum Rhizomania protection.



EXCEPTIONAL SUGAR PURITY

SESVanderHave varieties consistently have the highest sugar purity of all varieties tested.



XBEET® PRIMING

Xbeet® priming provides a 4-to-1 return on investment as demonstrated in more than 7 years of SESVanderHave trials.

2020 SESVANDERHAVE SUGARBEET SEED TREATMENTS



KABINA

Delivers superior Rhizoctonia protection during early growth stages when seedlings need it most. Applied to all SESVanderHave varieties.

SEED TREATMENT ADD-ONS

- » Add NipsIt Insecticide
- » Add Tachigaren 45g

2020 SESVANDERHAVE MINN-DAK APPROVED VARIETIES

DISEASE SV 762

- » #1 of Established varieties at 205.6 in RST + RSA
- » 110.6% of Mean in Sugar/acre in the Galchutt OVT Commercial Trial
- » Excellent Cercospora tolerance at 3.85 over 3 years
- » Very Good Aphanomyces tolerance at 3.95 over 3 years
- » Good Rhizoctonia tolerance at 4.03 over 3 years
- » Excellent Revenue potential in a Disease Tolerant variety



BALANCED SV 655

- » #2 of Established varieties at 205.2 in RST + RSA
- » Excellent Cercospora tolerance at 3.95 over 3 years
- » Good Aphanomyces tolerance at 4.08 over 3 years
- » Good Rhizoctonia tolerance at 4.05 over 3 years
- » High yielder with excellent Revenue potential in a Disease Tolerant variety
- » Above average purity for increased Recoverable Sugar/acre



BALANCED SV 788*

NEW

- » Outstanding Revenue potential at 210.6 RST + RSA
- » #2 of all Test Market Candidates in RST + RSA
- » Excellent Sugar/ton, ranking 5th of the 22 varieties tested last 2 years
- » Best Rhizoctonia tolerance of all Test Market Candidates
- » Excellent Rhizoctonia tolerance at 3.73 over 2 years
- » Excellent Aphanomyces tolerance at 3.83 over 2 years
- » Excellent Revenue potential in a Disease Tolerant variety

*Test Market - Pending Approval



2020 SESVANDERHAVE MINN-DAK CHARACTERISTICS CHART

	DISEASE SV 762	BALANCED SV 655	BALANCED SV 788*
%RST	100.5	100.9	102.9
%RSA	105.0	104.3	107.6
TOTAL RST + RSA	205.6	205.2	210.6
SUGAR	99.9	100.3	101.9
TONS	104.3	103.0	104.1
RHIZOCTONIA	4.03	4.05	3.73
APHANOMYCES	3.95	4.08	3.83
CERCOSPORA	3.85	3.95	4.39
GRADE	EXCELLENT/TOLERANT		
	GOOD/MODERATELY TOLERANT		
	AVERAGE/MODERATELY SUSCEPTIBLE		



Data Sources:

*2019 Minn-Dak OVT Trials, 2 Yr data, 3 Yr data where available.

- » Aphanomyces, Cercospora, & Rhizoctonia ratings taken from SV research trials & OVT ratings.
- » Ratings are made based on research and observations which may or may not relate to your growing conditions.
- » Tandem Technology® is bred into all SV varieties for maximum RZM protection.

Actual results may vary. Crop yield and quality are caused by many conditions beyond the control of SESVanderHave, and these statements are not a guarantee of performance, nor do they constitute a warranty of fitness for a particular purpose, as SESVanderHave cannot warrant quality of seed or yield of plants from seed.

A PASSION THAT GROWS

SESVanderHave USA, Inc., based in Fargo, ND, is our U.S. headquarters for sales, financing, marketing, research, and product management. Additional research and seed production teams are located in Burley, ID, Brawley, CA, and Salem, OR. The U.S. organization serves each unique sugarbeet seed market in the U.S. and Canada.



BRIAN CLOUSE

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