

**FOR IMMEDIATE RELEASE**

## **A variety of excellence!**

We are extremely proud to see Cheetah added to the BBRO 2011 Sugar Beet recommended list. Cheetah, delivers excellent yields and with the lowest normal sown bolting score on the recommended list (0), is already generating strong interest from growers looking to sow early & safely. Commentsq  
Ian Munnery . ElsomsqSugar Beet Manager.

We trial over 18,000 plots annually across 5 sites for the breeders SESVanderHave and Strube, and this substantial investment in breeding and trialing ensures our new Sugar Beet varieties are tailored to the UK market.+

Within our Sugar Beet portfolio, Cheetah (bred by SESVanderHave) will join

Bullfinch+; the UK's overall best selling variety for 2 years running!

Bobcat+; the highest yielding commercially available variety in 2009 trials!

Levi+; a strong performer bred by Strube, Germany

Both Bobcat and Bullfinch are fully recommended by BBRO so you can be confident of their performance.

All of our varieties have resistance to Rhizomania as standard, essential for keeping rhizomania in check. As these continue to outperform the increasingly outclassed susceptible varieties on the key criteria of sugar yield and bolters, growers can be confident in selecting the best varieties from our portfolio.

suggests Ian Munnery, Elsoms Sugar Beet Manager.

### ends ###

**Notes to editors:**

# Elsoms

*Elsoms is an independent seed company which has been specialising in the breeding, production and marketing of seeds in the UK for over 125 years. Investment in research and trialing remains central to our agricultural and vegetable seeds business.*

*We have breeding programmes in wheat, oilseed rape, parsnips, brassica vegetable crops, pulses and other crops. We are the UK representatives for Bejo (Holland) and Desprez (France) as well as many other foreign breeders.*

*In the Sugar Beet market we represent Strube, Germany and SESVanderHave, Belgium with leading varieties such as Bullfinch, Levi, Cheetah & Bobcat. All our varieties carry resistance to Rhizomania as Standard.*

*We are the largest supplier of varieties with resistance to Rhizomania in the UK & supply approximately 1/3 of all Sugar Beet seed drilled in the UK. Bullfinch was the single best selling variety in 2009 and 2010.*

[www.elsoms.com](http://www.elsoms.com)



**Strube**, Germany breeds sugar beet varieties for over 30 countries world wide. This is the product of expertise and experience gained from many years of research in breeding, trials, biotechnology, seed propagation & production.

[www.strube-international.net](http://www.strube-international.net)



**SESVanderHave** is a specialist Sugar Beet breeder in Belgium dedicated to the development, production and commercialisation of sugar beet seeds globally. They are currently the No 1 supplier of Sugar Beet seeds in Western Europe.!

A world player, with substantial investment in research and development via local offices and research centres, ensures customers remain at the forefront of varietal developments in the crop.

[www.sesvanderhave.com](http://www.sesvanderhave.com)

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