



SUGARBEET SEED
ACH SEEDS®



Product Guide 2025

GREAT LAKES

Plant sugarbeet seed developed with your growth in mind.

See a valuable difference in your season.

All Great Lakes varieties are designed to arm you against local pest and disease pressures to help maximize your sugar content and tonnage at harvest. All varieties have tolerance to Aphanomyces, Rhizoctonia and Fusarium, and are bred to also include strong rhizomania tolerance.

Our Diamond Plated® Seed treatment series fights seedling threats and damaging insects to protect your plants' genetic potential from the start.

**Contact your local ACH Seeds
Crystal brand sales representative
to learn more.**



SILVER



GOLD

Only available in Ontario

From Steckling to Seed: A Two-Year Process

Before you can grow sugarbeets,
we have to grow the seed.

We're proud to produce the seed that keeps you growing.

Your productivity and profitability are our top priorities. That's why our breeding, sales and marketing teams dedicate an entire decade to the development of innovative, new seed varieties.

Timeline for 2025 Seed Delivery

YEAR ONE

1. Determine what varieties will best serve evolving market needs based on environment, challenges and grower preferences.
October 2022 – January 2023
2. Plant stecklings in Arizona to start the first seed production year (pre-vernalization).
July – September 2023
3. Review trial data and proceed with only the varieties that meet our high standards.
Early December 2023
4. Harvest stecklings and start vernalization by placing them in cold storage.
Late December 2023
5. Transplant stecklings in Oregon and Washington to start the second part of the seed production cycle (post-vernalization). Oregon and Washington offer ideal growing conditions during this phase of seed production.
January – March 2024
6. Harvest commercial seed production and prepare for processing.
August 2024
7. Seed is processed, treated and packaged for sale. Each seed lot is meticulously analyzed for quality.
September 2024 – February 2025
8. Deliver seed varieties that fit the unique needs for each field to our customers.
Scheduled for spring 2025



Using **steckling** production techniques provides flexibility, security and speed to more accurately meet customer demand. As stecklings are produced in the open environment, seed size and the amount of seeds produced are subject to the growing season conditions.



Vernalization is the process by which plants use a prolonged cold period (winter) to promote flowering. Using controlled conditions to simulate this naturally occurring event enables the use of off-season production in Arizona with minimal risk to loss during freezing conditions in Oregon and Washington.

YEAR TWO



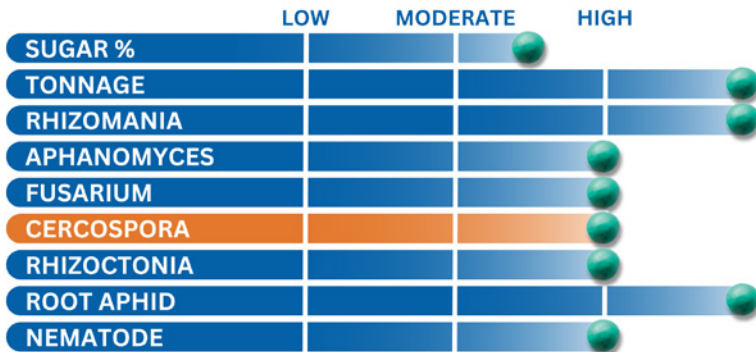
Great Lakes Varieties

Varieties shown in red offer nematode tolerance.

CRYSTAL G206NT

CR+

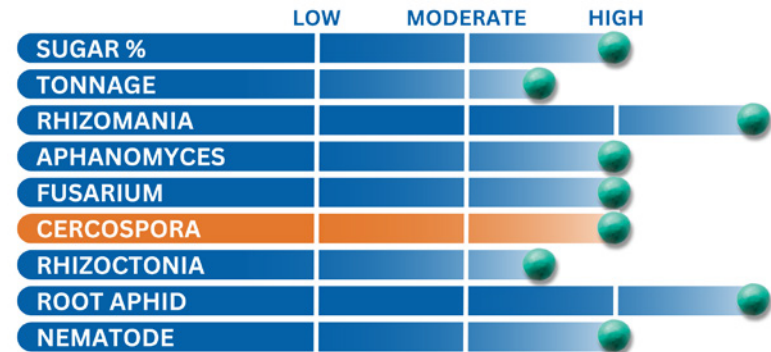
- Very good yielding variety combined with strong root rot package
- Strong Rhizoctonia
- Background traits: Aphanomyces, Fusarium, root aphid and multisource rhizomania



CRYSTAL G214NT

CR+

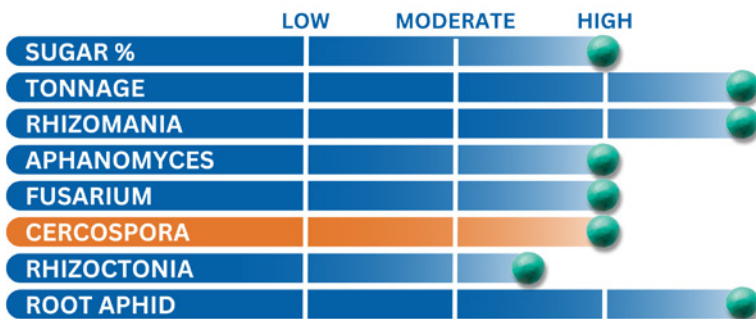
- High sugar NT variety
- Strong root rot package
- Background traits: Aphanomyces, Fusarium, root aphid and multisource rhizomania



CRYSTAL G227

CR+

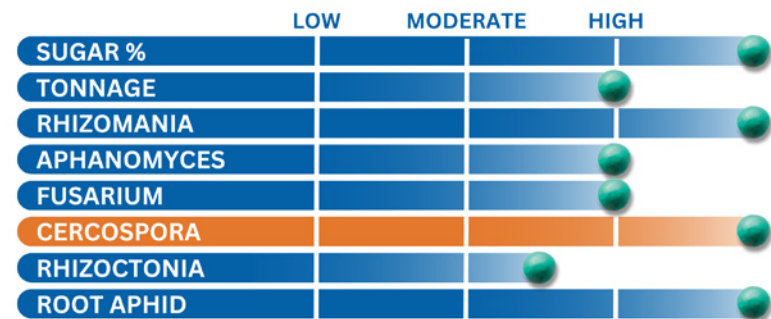
- Great balance between yield and sugar
- Strong root rot package
- Background traits: Aphanomyces, Fusarium, root aphid and multisource rhizomania



CRYSTAL G229

CR+

- Exceptional sugar quality
- Strong root rot package
- Background traits: Aphanomyces, Fusarium, root aphid and multisource rhizomania

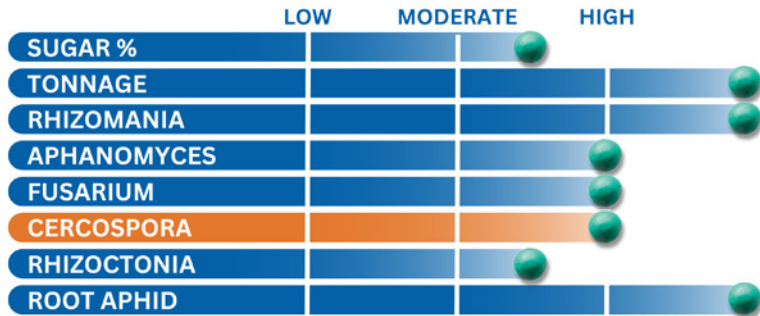


Great Lakes Varieties

CRYSTAL G233

CR+

- High yield performance driven by excellent tonnage
- Well balanced root rot package with excellent Fusarium
- Background traits: Aphanomyces, Fusarium, root aphid and multisource rhizomania



Notes:

Your ACH Seeds Sales Team

Contact your ACH Seeds Crystal brand sales representative to discuss your seed needs today. | ACHSEEDS.COM



ANDY BERNIA | GREAT LAKES REGION MANAGER

abernia@achseeds.com | 989-751-2744

As I look forward to the 2025 growing season, it appears that we will be blessed with a very good 2024 crop. At the same time, sugarbeet growers have once again been presented with some very concerning disease and pest issues. One certainty in agriculture is that when we think we have things figured out, new and old challenges will arise. The good news is that we can adapt and change to meet these challenges. Lessons have been learned, and resources are available to make necessary adjustments to ensure another successful sugarbeet crop.

As anticipated, we have learned much about our new 200 series of varieties throughout their first season of field production. Each of these varieties are unique and bring value in different ways. The knowledge gained will help us to do an even better job of placement on a field-by-field basis for 2025. Choosing the right variety will be even more important as Michigan Sugar Company transitions to the new “Quality Payment” system.

Seed supplies are good, and our team of ISAs are ready to help you sort through the many variety options. We look forward to partnering with you again this year to help manage your risk and maximize profitability on your farm. Best wishes for a successful 2025!



PETER MAXWELL

*ISA - West Region | Beaverton, MI
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Peter was raised in a beet field. He grew up on a crop farm that grew sugarbeets, dark red kidney beans, corn and pumpkins. A graduate of Albion College, he earned a B.A. degree in economics and management. He received the honor of Michigan Sugar Company's 2014 Outstanding Young Farmer. Peter joined ACH Seeds in 2010.



MIKE LEEN

*ISA - East Region | Carsonville, MI
4mikeleen@gmail.com | 810-404-5336*

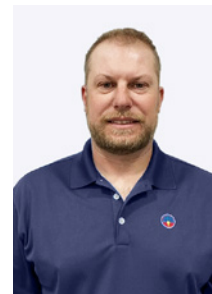
Mike lives near Sandusky, where he was raised on a small family farm. He attended Michigan State University and obtained a B.S. degree in food systems and economic management with a focus on crops and soils. He has spent his entire career working in agriculture and is also a certified crop consultant. Mike joined the ACH Seeds team in 2013.



JEFF KARST

*ISA - Central Region | Frankenmuth, MI
jefkarst@hotmail.com | 989-213-3697*

Jeff attended Michigan State University where he received a B.S. degree in crop and soil science. Jeff owns and operates his own small farm where he grows corn, soybeans, wheat and sugarbeets. He is also a certified seed treatment applicator and has a corn and soybean seed business. Jeff joined the ACH Seeds team in 2010.



RYAN KONECNY

*ISA - Ontario | Wallaceburg, ON
rbkfarms@hotmail.com | 519-809-2146*

Ryan resides near Wallaceburg, where he farms with his father and brother. Ryan graduated from the University of Guelph with a diploma in agriculture. Soon afterwards in 2003, he started growing sugarbeets and has really enjoyed being an active member of the Ontario sugarbeet community. Ryan joined the ACH Seeds team in 2010.



Our 2024 Winner: Congratulations, Unionville-Sebewaing Area FFA!

Unionville-Sebewaing Area FFA is one of six organizations nationwide chosen to receive \$10,000 from the 2024 Homegrown Giving program. This funding will bolster the FFA chapter's impactful initiatives, including their blessing boxes that provide food to local families in need.

The Homegrown Giving donation will support the construction of a new agricultural barn, significantly enhancing hands-on learning opportunities for students. The facility will support the expansion of the FFA chapter's market chicken program, growing their flock from 100 to 250 birds. These chickens will be donated to local blessing boxes to aid families in need during Thanksgiving. Additionally, students will have the opportunity to take home a chicken, providing them with firsthand experience of the farm-to-table process. The barn will feature a dedicated lab space for experiential learning with poultry and other livestock, further enriching the educational experience.



We won the 
of our hometown.

Sebewaing, Michigan

“Agricultural education is crucial for cultivating the next generation of leaders in the ag industry. By providing students with practical experience and knowledge, we ensure they are well-equipped to face the challenges of the future and to drive innovation in agriculture. The Unionville-Sebewaing Area FFA chapter's commitment to agricultural education and community service demonstrates how we strive to make a positive difference through our Homegrown Giving program.”

– Andy Bernia, ACH Seeds Great Lakes Region Manager

“Supporting organizations like ours is crucial. FFA teaches lifelong skills, including public speaking and food production. It's a foundational aspect of our society. We are grateful that ACH Seeds believes in our chapter and is supporting our students and the future of agriculture. Their contribution makes a significant difference not only in our classroom but in our community as a whole.”

– Deana Arnold, Unionville-Sebewaing Area FFA Advisor



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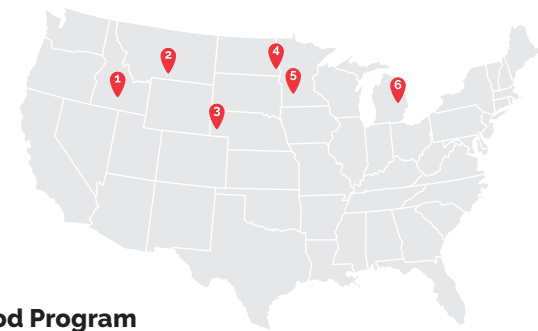


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Congratulations to our 2024 Homegrown Giving Recipients!



1. Amalgamated Sugar:
Martha & Mary's Food Pantry
Jerome, Idaho

2. Western Sugar North / Wyoming Sugar:
Fromberg FFA
Fromberg, Montana

3. Western Sugar South:
Weekend Backpack Food Program
Scottsbluff, Nebraska

4. Minn-Dak:
Richland Wilkin Emergency Food Pantry
Wahpeton, North Dakota

5. Southern Minn:
Renville County West FFA
Renville, Minnesota

6. Great Lakes:
Unionville-Sebewaing Area FFA
Sebewaing, Michigan



**VISIT [ACHSEEDS.COM](https://www.achseeds.com)
TO LEARN MORE.**

