

Bred for the Valley.

2027 Sugarbeet Seed Guide

AMERICAN CRYSTAL SUGAR COMPANY GROWING REGION



The Right Decision Starts Long Before Planting.

The most important sugarbeet decisions are made long before the first green row appears in the field. Once seed is in the ground, you're committed for the season ahead, through emergence, disease pressure, harvest conditions, to storage. This guide was created to help make that decision with confidence.

For more than a century, Hilleshög has bred sugarbeets with one goal in mind: delivering genetics that help growers succeed. Since 1907, each new variety has built upon generations of research, selection, and field experience. Today, that foundation is stronger than ever.

As part of United Beet Seeds, Hilleshög draws from the combined expertise of Groupe Florimond Desprez and DLF. Together, our legacy brands share a single, extensive genetic pool, giving breeders more diversity and opportunity than ever to develop the next generation of elite sugarbeet varieties.

At the heart of this effort is the United Beet Innovation Centre in Tienen, Belgium, where breeding, testing, and innovation move at a pace faster than the growing season itself. New genetics are challenged against the diseases, pests, and environmental pressures they will face in the field long before they reach a grower's planter. When new diseases and pests emerge, our breeding teams are already at work developing solutions. This proactive approach helps ensure the varieties you plant today are prepared for tomorrow's challenges.

We designed this guide to help growers choose varieties by balancing disease tolerance, yield potential, and sugar production. Review the lineup, compare the ratings, narrow your choices, and then connect with your local Hilleshög Sales Agent to determine the best fit for your operation.

Here's to strong emergence, healthy stands, and a productive harvest filled with tons and sugar.

Thank you for choosing Hilleshög. We are proud to be your partner in every acre.

Tyler Ring

US Country Head – Sales, United Beet Seeds

POWERED BY **UBS**

Hilleshög is powered by United Beet Seeds — four root-crop brands, one gene pool, one innovation centre.

1907

Hilleshög's first sugarbeet breeding

4

root-crop brands, one gene pool

1

innovation centre, Tienen, Belgium

Inside

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Your Valley. Your Agents.

The Valley grows sugarbeets in some of the heaviest, richest black soil on the continent, with a growing season that leaves little room for error. Success belongs to growers who plan ahead. Our Agents work closely with growers to identify the right varieties to maximize profitability. Make the call before your seed order is placed.

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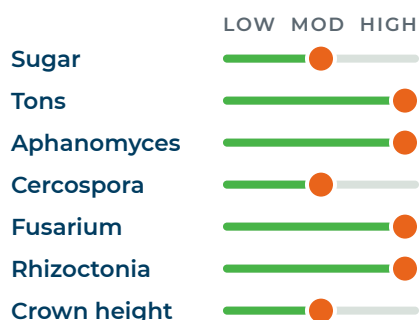
Six varieties. One job: sugar in the pile.

THE LINEUP **01 HIL2493** **02 HIL2479** **03 HIL2480** 04 HIL2389 05 HIL2532 06 HIL2533

01 / 06

HIL2493

APPROVED · RHIZOC SPECIALTY



#3 in revenue of all entries, 2024 ACSC OVTs

- Excellent tons per acre in reduced-N situations
- Very good Rhizoctonia tolerance
- Balanced disease package

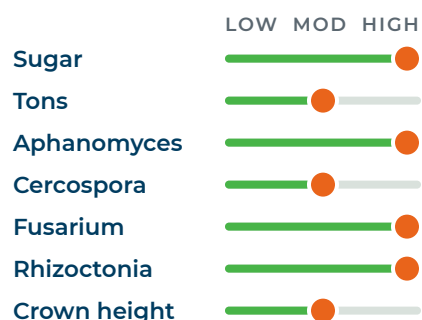


Scan the code for more info.

02 / 06

HIL2479

APPROVED



102% of checks, revenue per ton, 2-yr (2023–24)

- 3.8 Rhizoctonia score over 2 years — excellent
- Excellent early-harvest variety
- Top Hilleshög root-maggot genetics in UBS trials

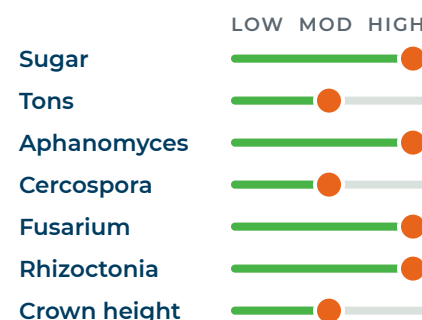


Scan the code for more info.

03 / 06

HIL2480

APPROVED · RHIZOC SPECIALTY



Well-balanced yield and sugar

- 3.7 Rhizoctonia score over 2 years — specialty
- Excellent root aphid, Cercospora, Alternaria, Rhizoctonia, and Aphanomyces package
- Phenomenal sugar



Scan the code for more info.

Three more ways to add to the pile.

THE LINEUP

01 HIL2493

02 HIL2479

03 HIL2480

04 HIL2389

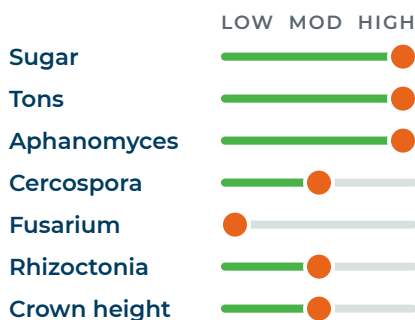
05 HIL2532

06 HIL2533

04 / 06

HIL2389

APPROVED



102% of checks, revenue per acre, 2024 ACSC OVTs

- 103% of checks, revenue per acre, 2-yr ACSC OVTs
- Proven, stable yield across years
- Very good Aphanomyces, Cercospora, and Rhizoc package
- Above-average recoverable per ton, 2024 and 2-yr ACSC data

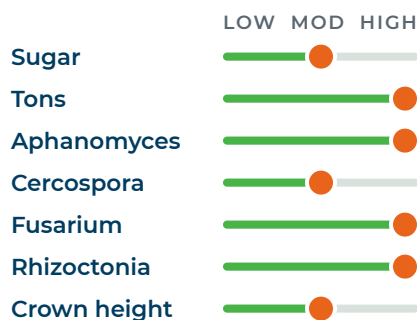


Scan the code for more info.

05 / 06

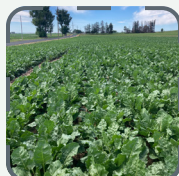
HIL2532

PENDING APPROVAL



104.1% of checks, revenue per acre, 2024 ACSC OVTs

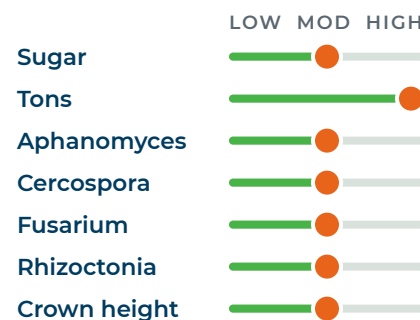
- Excellent emergence and vigor
- Excellent yield with average sugar for low-N situations
- Balanced disease package
- Above-average Rhizoctonia and Fusarium tolerance



06 / 06

HIL2533

PENDING APPROVAL



High yielding with average sugar

- Good Rhizoctonia tolerance
- Proven field performance
- Excels in low-N situations and at higher populations



● GROWTHFUL™ BY AQUEUS

Your soil is holding your ROI hostage.

You paid for the nutrients.
Your crop can't reach them.
Growthful™ sets them free.

Harder-working nutrients mean more profit.

Heavy Valley soils lock up the nitrogen, phosphorus, and iron you applied. You push for tonnage and sugar, and locked nutrients answer with lighter beets, lower sugar, and a smaller payout.

Growthful™ picks the lock.

Growthful by Aqueus floods the root zone with stabilized hydrogen, breaks those bonds, and unlocks bioavailability. No new fertilizer. No extra input costs. Just heavier tonnage, higher sugar, and bigger checks.

It adds right into your current application program — no extra pass, no new equipment — and works on the soil itself, so more of the water and nutrients already in your ground turn into tonnage and sugar.

Don't let the soil steal your payout.

Growthful™ is engineered for heavy, high-pH ground — for sugarbeets and all of your other crops, too. Make every nutrient dollar you invest grow the crops that command the financial rewards. Call your Hilleleshög Agent today.

GROWTHFUL™

Growthful™ unlocks:

Nitrogen — drives deeper, stays put → more tons per acre

Phosphorus — breaks free → heavier beet tonnage

Iron — powers photosynthesis → higher recoverable sugar

MICHIGAN SUGAR COMPANY REPLICATED TRIAL

+2.9 **\$78-130**
tons per acre return per acre
over untreated over untreated

Applied twice at about \$6 an acre, with 96.1 sugar purity — and now available through the United Beet Seeds + Aqueus partnership.



Scan for the trial data, visit aqueus.com, and talk to your Hilleleshög Agent.

Trial results from U.S. farms, 2021-2024. Yours may vary by weather, soil, and timing.

Ask your Hilleleshög Agent about Growthful™.

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● HILLESHÖG SEED · MAKE YOUR OPERATION GENERATIONS STRONG

The season starts with a phone call.

Start with your Agent — the numbers in this book are the beginning of that conversation, not the end of it. Everything else lives here.



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Follow Hilleshög for trial results, field days, and agronomy updates through the season.

Ratings in this guide come from multi-location trials and Hilleshög's own field data, and are shown for comparison within the Hilleshög lineup. They describe what a variety can do, not a promise for any one field; soil, weather, disease pressure, and management all move the result. Check approval status with American Crystal Sugar Company and your Hilleshög Agent before ordering, and follow every seed-treatment, trait-stewardship, and herbicide-label requirement. All trademarks belong to their respective owners.

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