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Protecting The Potential...

There are literally an innumerable number of decisions that go into producing a high quality sugarbeet crop. Since you sat down with your Agriculturist this past winter, decisions have been made on your crop rotation, variety selection, and seedbed preparation. Weed and insect control have wrapped up for the year and at this point in time, the Cercospora Leaf Spot (CLS) program has kept this devastating pathogen in check. With five weeks left to go, it's time to bring this beet crop to its full yield and quality potential with one thing in mind - Cercospora control is your key to profitability.

Now is NOT the Time to Stop Spraying...

Numerous research trials conducted by both NDSU and the University of Minnesota have shown that the highest revenue per acre is achieved by keeping the crop healthy through harvest. Although these trials were designed to answer different questions, they all had one thing in common: The greater the number of CLS applications the greater the yield and quality - period. Both Minn-Dak and American Crystal Grower Ag databases independently echo these trial observations. Keeping in mind that losses of nearly \$175 per acre can occur with only moderate levels of CLS disease pressure (and >\$350 in severe cases), the return on investment from one or two more fungicide apps is **very significant.**

Try To Look At It This Way...

- Keeping your crop healthy through harvest allows it to increase to its maximum potential both in yield and in sugar content. A healthy crop will also be able to fend off other stresses (i.e. root rot) much more effectively.
- The recent weather has been VERY conducive for the development and spread of CLS. In fact, we have had more environmental pressure placed upon this crop over the past seven days than we have had all year.
- Don't waste all you have invested into this crop to date. Choosing to save \$15 - \$25/acre on one or two additional fungicide applications could cost you \$175 - \$350 per acre (or more) if CLS gets above the level of economic loss. It is a safe and wise investment...
- Do NOT put yourself in the position (come mid-September) of wishing that you had made just one or two more CLS apps - The last two years have proven that once you get behind on your spray program, there is no catching up.
- Talk to your Agriculturist about which products would be best to finish off your 2020 CLS fungicide program.
- Baseball teams that make it deep into the post-season ALWAYS use their best relief pitchers when they have a lead going into the 9th inning. We have a very good crop in the making and as it sits today, have the lead going into the home stretch...

A Little Bit Goes A LONG Way...



Research has shown that economic loss from Cercospora Leaf Spot occurs when only 3% of the total leaf surface area is infected. Cercospora Leaf Spot not only causes poor sugar and tonnage, but it also causes numerous complications during long-term pile storage.