



PART OF THE  
KWS FAMILY

# Seed catalogue

## Hybrid Red Beet

Technical Specifications 2023/2024

Pop Vriend Seeds



# Focus is in our genes.



## Front runner

Combining over 60 years of experience with innovative technology gives us a leading edge in vegetable seed breeding.



Piet Geraets  
Product Manager Red Beet

## Sustainable growth

We export our vegetable seeds to over 100 countries around the world.



Marnix de Kroon  
Red Beet Breeder

## Un-beet-ably sweet

The high brix levels in our red beet varieties make them ideally suited for beet juice.

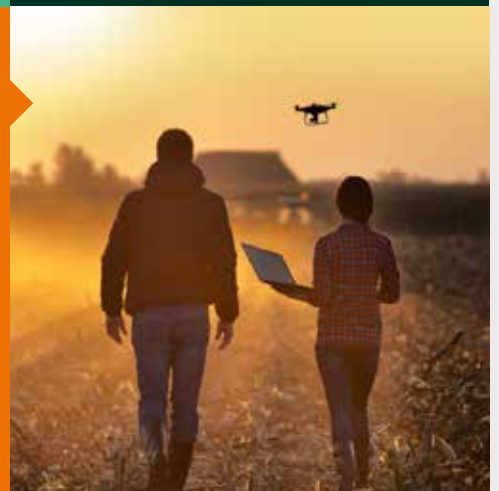
## Super specialist

We focus on a limited number of crops in which we strive to be a top 3 player.



## The power of partnership

Our passion for great genetics combined with KWS's superior technology already delivered some great results.





## Scarlett F1

### Suitable for fresh market, processing and storage

Scarlett has an improved quality and shape, shows a more balanced plant and grows less vigorous compared to Jolie. During spring and summer tops remain very healthy resulting in a high brix and flexible market positioning.

Worth mentioning is the shorter cooking time, round shape and an easy skin release, which makes Scarlett also a winner for cooked, peeled and vacuum packing.

**Shape:** Round beet  
**Tops:** Medium strong  
**Maturity:** Medium early  
**Sowing period:** Spring and Summer season  
**Density:** 400.000-500.000 seeds/ha  
**Harvest:** Belt + top lifting  
**Colour:** Very dark red  
**Brix:** 11-12  
**Dry matter content:** 13%  
**Betanin content:** 0,65 g./100 g.  
**Features:** High quality round beet with excellent uniformity.

## Jolie F1

### Suitable for fresh market and storage

Jolie can be sown in spring and autumn and offers a very round production. Maturity is on average two weeks later compared to Scarlett.

Jolie is suitable for fresh market and storage. A good taste is assured at all times thanks to a high sugar content.

**Shape:** Round beet  
**Tops:** Medium strong  
**Maturity:** Late  
**Sowing period:** Late Spring and Early Autumn season  
**Density:** 400.000 seeds/ha  
**Harvest:** Belt + top lifting  
**Colour:** Medium dark red  
**Brix:** 11-13  
**Dry matter content:** 13%  
**Betanin content:** 0,6 g./100 g.  
**Features:** Later maturing hybrid with good uniformity and high yield.



## Bullock F1

### Suitable for fresh market and storage

Our newest release Bullock has a unique genetic background that offers growers a reliable plant stand.

Bullock produces round beets that are slightly larger in size than Jolie. Bullock's maturity is comparable to Jolie.

**Shape:** Round beet  
**Tops:** Medium strong  
**Maturity:** Late  
**Sowing period:** Late Spring and Early Autumn season  
**Density:** 400.000 seeds/ha  
**Harvest:** Belt + top lifting  
**Colour:** Dark red  
**Brix:** 10-12  
**Dry matter content:** 13%  
**Betanin content:** 0,6 g./100 g.  
**Features:** Later maturing hybrid with good uniformity and very round roots.

POP VRIEND SEEDS IS A SUBSIDIARY OF KWS VEGETABLES BV

Figures and information in this brochure are based on the average results of large scale plantings under European conditions and may vary with local environmental and agronomic conditions, grower skills, microclimate and soil structure. Resistance is the ability of a plant variety to restrict the growth and development of a specific pest or pathogen and/or the damage they cause when compared to susceptible plant varieties under similar environmental conditions and pest or pathogen pressure. Resistant varieties may exhibit some disease symptoms or damage under heavy pest or pathogen pressure.

Pop Vriend Seeds does not accept liability based on the information in this brochure for deviating results in the cultivated product. Buyers and users of Pop Vriend Seeds varieties are responsible to determine suitability of the seeds to intended cultivation and local circumstances.

All contracts for delivery of goods are subject to our general terms of sales and delivery, which you can download from our site [www.popvriendseeds.com](http://www.popvriendseeds.com). You can also ask for a copy by e-mail via [info@popvriendseeds.nl](mailto:info@popvriendseeds.nl).

In addition ISF rules are in force.

Please check our website for the most updated technical specifications of our varieties.

**Pop Vriend Seeds B.V.**

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