

More sugar, less diesel

Some things in life are fixed. Others can be varied or adjusted according to our needs or wishes. Some things are under our control. Many others are not.

When it comes to beet growing, the weather, land availability and contracted tonnage are just some of the factors that are either fixed or outside our control. In these instances, we have little option but to make the best of the hand that we have been dealt.

In our efforts to do this, the Variable Costs of beet growing, such as seed, fertilizer and sprays are routinely identified and monitored. However, consideration of the fixed and sometimes hidden costs can be just as important.

Selecting the right variety can have a significant impact on reducing the costs of growing beet that lie outside the Gross Margin calculation. One such hidden cost is diesel usage.

Every field operation requires time, machinery, manpower and energy – usually diesel. The crop area determines the time, machinery and manpower required for many field operations. Once the crop is harvested, the volume of the crop to be handled, stored and transported becomes the cost driver. In the same way that we have learned to avoid ‘recreational tillage’, we need to avoid ‘recreational handling, storage and transport’. By this we mean not only operations that could be avoided altogether, but also reducing the volume of beet that we harvest, put into clamp, store, take out of the clamp, pass over the cleaner loader and deliver to the factory. Even without putting beet into store, there are significant savings to be made on transport costs alone. The only way this can be achieved is by growing the highest sugar content varieties on the Recommended List.

By choosing the top sugar content varieties, such as **Pondus** and **Topper**, it is possible to reduce the volume of beet delivered on your behalf to the factory each campaign. These ‘highly concentrated’ varieties mean fewer roots are needed to reach contract, in turn meaning a smaller diesel bill and reduced transport charges.

Topper and Pondus best choice for Reduced transport costs, Top sugar, Clean beet, Low bolting.

For more information on these top performers visit www.maribo.com/uk