



# Seed catalogue

## Hybrid Red Beet

Technical Specifications

Pop Vriend Seeds



'Our Red Beet is well known for its high brix level and strong tops.'

René van Meijel, Area Sales Manager



**Client first**

We cherish our personal service, short lines and always put our customers interest first.



**Sustainable growth**

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



**100% independent**

We are one of the few family owned breeding companies in the Netherlands. Since 1956.

**Front runner**

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



**Passion for genetics**

We innovate with a long term perspective, together with our clients.





## Jolie

### Suitable for babybeet and good quality for storage

Jolie F1 is a versatile, late maturing variety for continental climates with very uniform, round beets without zoning. Best results are taken when planting the variety in spring and early summer.

The vigour of Jolie F1 leads to early establishment and good ground cover which keep weeds low, an attractive trait for the organic market. The strong tops till end of season make this hybrid easy to harvest with a top lifting harvester which improves quality and is an attractive trait when cultivating beet on a rocky soil as well.

The round shape makes the variety suitable for babybeet and the higher brix level offers a good quality for storage. A benefit to satisfy your customers throughout the supply chain!

**Shape:** Round beet

**Tops:** Very strong

**Sowing period:** Spring and Early Summer

**Density:** 400.000-500.000 seeds/ha

**Use:** Fresh market and processing

**Colour:** Dark red

**Brix:** 11-13,5

**Dry matter content:** 13%

**Betanin content:** 0,7 g/100 g.

**Features:** Reliable performer with attractive colour, high brix and healthy leaves. Good for fresh market, processing for salads and long storage

## Scarlett (PV-9503)

### New beet with improved quality

Scarlett is our new beet with improved quality and shape. The variety has a more balanced plant and grows less vigorous compared to Jolie. The beetroot of Scarlett is more round and smooth with a smaller tap root. Excellent internal color. In Spring and Summer time the leaves remain very healthy.

**Shape:** Round beet

**Tops:** Medium strong

**Sowing period:** Spring and Summer season

**Density:** 400.000-500.000 seeds/ha

**Use:** Fresh market

**Colour:** Very dark red

**Brix:** 10,5-13

**Dry matter content:** 13%.

**Betanin content:** 0,65 gr./100gr.

**Features:** New high quality round beet with excellent uniformity.



## Diaz

### Suitable for fresh market and storage

Diaz F1 can be sown for spring and autumn production and offers a very round root which are a bit smaller sized compared to Jolie.

The maturity is on average two weeks later compared to Jolie. Diaz is suitable for fresh market and storage. Due to a high sugar content, good taste is secured.

**Shape:** Round beet

**Tops:** Medium strong

**Sowing period:** Spring and Early Autumn season

**Density:** 450.000-550.000 seeds/ha

**Use:** Fresh market

**Colour:** 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.

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.

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