

# Sustainable Sugar Beet Planting Communication Material/Activities

Photosynthesis: How does sugar get into the beet



Crop Rotation: Sugar beet support soil productivity



The effectiveness of the sugar beet plant



Website

A sugar beet's diary



Print

Video

Press Releases



Series of videos „Sugar – a natural product“ with video “Sustainable beet cultivation”



Main brochure with facts about sugar. Including a chapter on “Sugar and Sustainability”



Press release: Sustainable beet transport



Press release: Start of the beet campaign



Press release: Survey: The majority of Germans favour natural products