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**YIELD PROGRESS AND SUSTAINABLE PRODUCTION DURING LONG CAMPAIGNS – THE CHALLENGE FOR BEET SUGAR VALUE CHAIN**  

**ABSTRACT**  
For long term competitiveness of the beet crop and sugar production in Europe higher sugar yields/ha are crucial and have to be achieved at lowest possible costs in the beet sugar value chain from seed to white sugar.  
This means that the higher sugar yields have to be achieved in parallel with improvement of factors as e.g. disease resistance, 'clean beets without root groove', and high sugar content which results in lower costs in growing, beet logistics and sugar production.  
Long campaigns >130 days require breeding and technical development measures to secure high yield and beet quality both at the start and in the end of the campaign. Further development of the sugar beet crop's ability to use the full vegetation period would be a success factor, i.e. bolting resistance and varieties adapted to growth under low temperature conditions in spring and autumn. Resource efficiency – high output/ unit input – in all parts of the beet sugar value chain is the key for sustainable beet sugar production.