

# NBR *Nordic Beet Research Foundation*



**CIBE congress June 16th 2009**

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Managing director

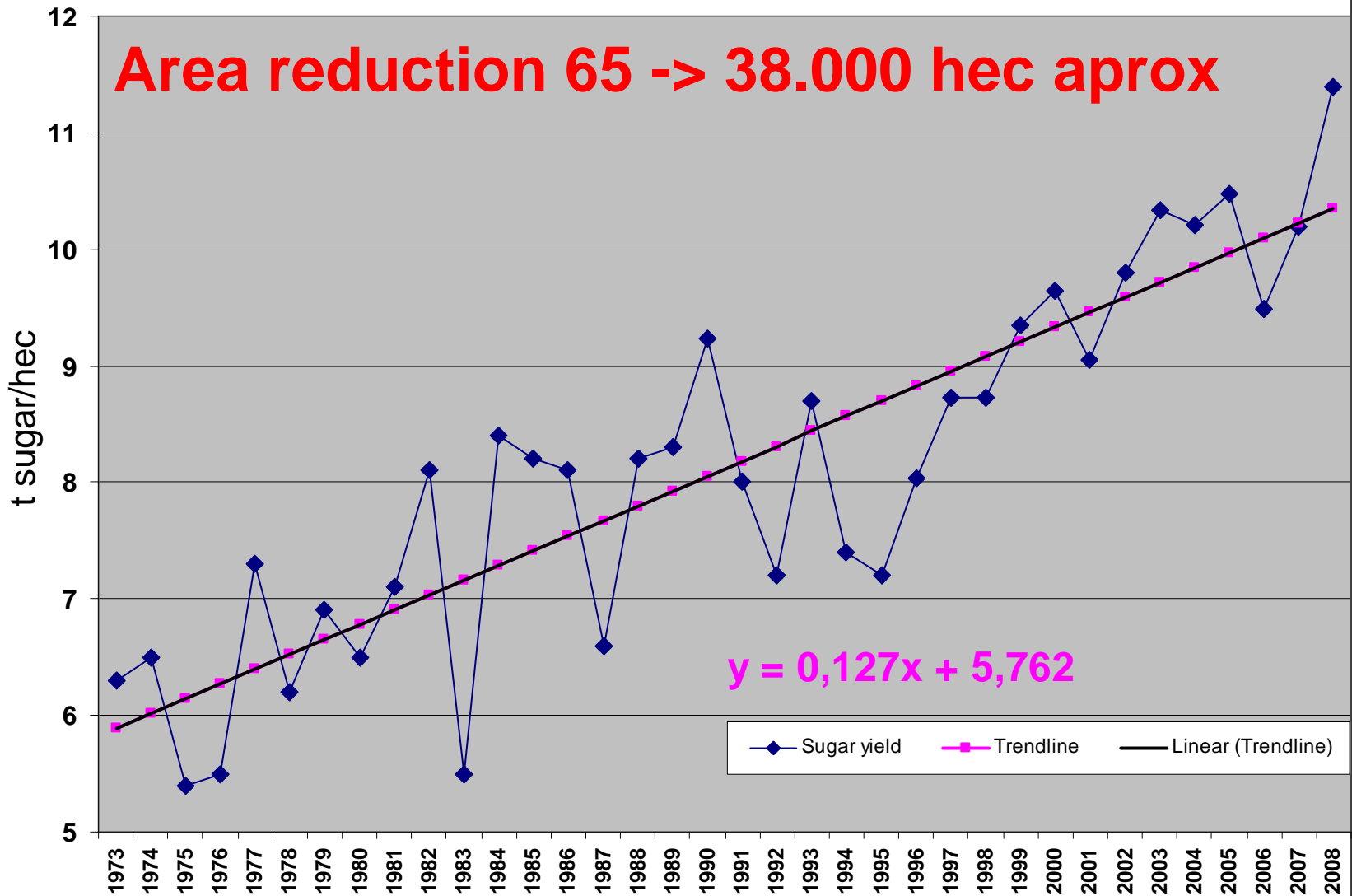
# NBR *Nordic Beet Research Foundation*

## Reformation Sugar Regime

Removing 40% of the total turn over



# Yield DK 1973 - 2008



# New Task

**New R&D unit with reduced contributions  
and costs - by joining forces DK & SE**

**Best possibility for external financing  
Stimulating working conditions  
Keeping influence and "hands on"**



# NBR *Nordic Beet Research Foundation*



Sofiehøj, Højbygaardvej 14,  
DK-4960 Holeby, Denmark



Danmarks filial, Borgeby Slottsväg 11  
237 91 Borgeby, Sweden

Company form: **Foundation (none profit organization)**

Founders: **DKS, Betodlarna and Nordic Sugar A/S**

Basis:

- \* **50/50 Growers and Danisco Sugar A/S**
- \* **Annual contribution per tonne quota identical for all**
- \* **Ground capital divided on same terms**



# **NBR Objective**

## **Legal objective**

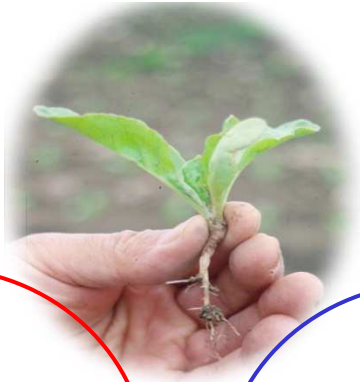
**Through research, development,  
trials, information and demonstration**

## **Actual objective**

**Secure sugar beet as a long-term  
sustainable and competitive crop,  
and a stable high quality raw material  
for sugar production**

# NBR Target groups for communication

- **Growers, their organizations and industry**
- **Advisory and research centers**
- **In general the results are public**
  
- **<http://www.nordicbeet.nu>**
- **Annual report**
- **Growers magazines**
- **Reports**
- **Meetings and demonstrations**



Others

Others

FFS

HS

Beet Laboratory  
Maribo Seed

Beet laboratory

**Network is important**

# Project financing

➤ Growers and industry	51%
➤ Commercial	25%
➤ R&D foundations	
➤ SLF – Swedish farmers foundation for Agricultural research	18%
➤ Danish Food and Industry agency	3%
➤ Others	3%

# Finance spending

Commercial	
Management by variety	20%
Other tests	3%
R&D founded	
SLF research and trials	19%
Danish Food and Industry agency	5%
Others	3%
NBR financed projects	11%
NBR staff	30%
Communication	4%
Base and other	5%

# Key Research Areas

- Soil management for maximum sugar yield and improved external beet quality
- Management by variety
- Harvest and storage
- Maximal protection by seed treatment
- Leaf diseases – optimal control
- Weed control with tough limitations

# Most important

- » Plant establishment
- » Weed control – tough limitations
- » Harvest and storage
- » Leaf diseases – optimal control

# State – products March 2009



	Denmark			Sweden		
	No appl	per appl	total	No appl	per appl	total
Goltix	3	1	3	4	3	6
Betanal	3	2	6	Not approved Feb 09		
Tramat	1-2	0,14	0,14	Not approved Feb 08		
Safari	2-3	10 g	20-30 g	-	30	120
Pyramin	Not registered			3		4
Fiesta T	Not registered			Final sale 2009		
B. Power	3			Being registered		
clomazone		0,6	1,8			
	Off label 2009 or 10?					

# Forming cross border organisation

Mutual language inside <-> external in the local => two

Ensure employees same security as before

Cognitions <-> Blank the sheets = mutual decisions (feelings)

Recognition, tolerance, respect mutual and individual

One aim, one goal – “WE” and “Mutual Options “

Two legal bodies makes differences

Humour is important - likeable

# Forming cross border organisation

Have we achieved all important issues

No, we have not - Yet

But YES WE CAN

We will prevail

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**Thank you for your attention**