

My sugar beet seed box ... what do all the words and labels mean?

From its Kings Lynn factory Germains Seed Technology processes and treats sugar beet seeds for the UK seed account. Working closely with the NFU and British Sugar, using the very latest biological tools and techniques to maximise the natural potential of seed in the field with established Xbeet priming and proven seed pelleting technology, growers are used to seeing the benefits and additional value this technology delivers.

But what about the box it is delivered in?

Over the past 20 years, the sugar beet seed unit packaging has evolved from a simple polythene formed bag, to the cardboard box we are familiar with today.

Aside from the innovative tear and pull mechanism, introduced over a decade ago, an increasing number of labels and text have appeared on the unit pack box since then.

But what do the text and the labels mean?

As a rule, labels are used to communicate the seed variety or treatment-specific information which are specific to the seed in the box. The printed text on the box represents standard information for all seed, some of which is statutory.

Labels

The 'Blue Label'

Each unit pack box features a rectangular blue label on the upper flap of the box. This label includes the certification number supplied by the breeder.

This label confirms:

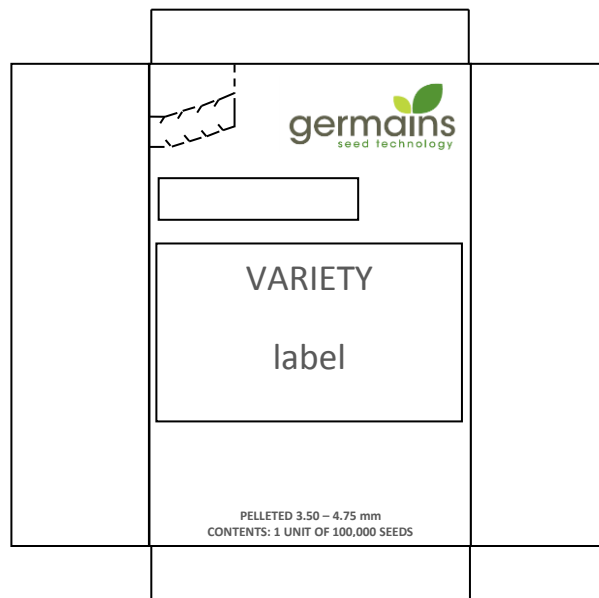
1. The seed e.g. 'Certified Seed' of Sugar Beet (*Beta Vulgaris*)
2. The seed is monogerm and pelleted
3. The name of the variety
4. The unique number of the variety bulk
5. The country where the seed was certified, and the local authority which granted certification e.g. Country of Certification France (S.O.C.)
6. The certification number granted by the local authority
7. The packing no. 2301 which is the unique reference for Germains as the packer and Germains address
8. The list of treatments applied to the seed (see example on the label)
9. The contents of the box e.g. 100,000 pelleted seed, + or – an agreed tolerance of 3% seeds
10. The packing serial number of the box as it is processed through Germains factory to ensure each box is traceable

The blue label is a statutory requirement for the sale and marketing of the seed. It is an important and unique identifier for the seed and in the unit pack, and must be kept as a reference by the grower.



The Breeder's Variety label

Each breeder supplies a variety label which is applied by Germain's to the front and back of the unit pack.



Treatment Label

Each pack has a treatment label on the side of the box that indicates treatment product names and a list of active ingredients.



Treatments

This seed has been treated with the following approved agrichemicals

Fungicides: Thiram, Hymexazol (Tachigaren®)

Insecticides: Thiamethoxam & Tefluthrin (Cruiser® Force®)

Xbeet®/ Xbeet® plus

All UK seed is Xbeet® primed and pelleted with the EB plus pellet (and standard EB pellet for 2014), as indicated on the label on the reverse side of the box.



Pre-printed text information

All boxes regardless of variety or treatment are pre-printed with the following information:

- All pellets in the UK conform to the specified pellet grading of between 3.50 mm and 4.75 mm.
- The contents of the box, which is stated as 100,000 seeds, + or – 3%.
- The side of the box is dedicated to safety precautions, many of which are statutory (mandatory) requirements. Other phrases are provided as a code of good safety and responsible practice for the sowing and storing of treated seed, as seeds are biological organism and susceptible to the influence of the environment around it.
- Three pictorials also appear on this side of the box, indicating the correct upright storage position for the box, the need to handle the package and its content with care and the need to keep the box away from wet or moist conditions.



Summary

Your sugar beet seed box carries all the information required to ensure that you have full knowledge of the variety, treatments, safety and good practice considerations. It is important to keep the blue label or take note of all the information indicated on this label for reference.

For more information please contact your British Sugar Area Manager.

Emmanuelle Noirtin

Key Account Manager – Sugar Beet

Telephone: (0) 1553 779 205

Email: enoirtin@germains.com

Germains Seed Technology, Hansa Road, Hardwick Industrial Estate, King's Lynn, Norfolk, PE30 4LG,

www.germains.com