

Intellectual property is the cornerstone of innovation. As global population grows, developing new technologies that can feed our world becomes more challenging. Intellectual property ensures that innovators can invest the resources necessary to create the next generation of farm technologies.



SUGARBEET

Sugarbeets are one of the world's essential and widely used industrial crops. The crop can be processed into sugar, animal feed and even a molasses that is widely used in alcohol, pharmaceuticals and baking.

"For more than 200 years, sugarbeet has been commercially cultivated in places with a moderate climate. Today, twenty percent of the world's supply of sugar is derived from sugarbeet."

- United Nations Food and Agriculture Organization

Sugarbeet Facts

- Fifty percent of U.S. sugar consumption is derived from sugarbeets.
- France, the United States, Germany, Russia and Ukraine are the biggest producers of sugar derived from sugarbeets.
- Biotech sugarbeets are one of the fastest adopted farm technologies in history. One year after their introduction in the United States, 95% of growers were using biotech varieties.

CHALLENGES & SOLUTIONS

CHALLENGE
Controlling weeds, without losing crops

SOLUTION
Herbicide-resistant sugarbeets

Weeds can be devastating to sugarbeet farmers as they compete with the crop for nutrients, soil moisture and light, reducing yield and sugar content. Controlling these weeds is essential to produce a viable, productive harvest. With this in mind, researchers have developed biotech herbicide-tolerant sugarbeet varieties that provide growers a revolutionary tool for protecting their crop from weeds. Developing this trait took significant time and financial investment, and intellectual property protections ensure research teams can protect their important innovation and ensure it is properly utilized.

CHALLENGE
Growing sugarbeets in arid areas

SOLUTION
Tropical sugarbeets

Sugarbeets were originally found in the dry, arid areas located in the Middle East and Mediterranean coasts. For farming in the more temperate climates of Europe and North America, researchers developed a tropical sugarbeet that can use less water than traditional crops like sugar cane. Researchers have been able to revolutionize the sugarbeet industry by expanding its viability to new areas of the globe. Intellectual property protections enabled the development and deployment of their innovation while rewarding their incredible contribution to global agriculture.

CHALLENGE
Improving quality of sugarbeet harvest

SOLUTION
Bolting-resistant sugarbeet

Farmers around the world struggle with bolting, which occurs when a plant flowers prematurely. This is particularly damaging to the quality of a farmer's crop since it changes the flavour of the sugar and stunts growth potential. Innovators have developed varieties of sugarbeets that are resistant from prematurely flowering, grow more efficiently and are often larger in size. Intellectual property protections were awarded to this breakthrough in recognition of the developers' hard work and contributions to providing a critically important solution.

Intellectual Property Makes Agricultural Solutions Possible