



## 2019 Newsletter 1 issued 7th May

Welcome to 2019's Beet Yield Challenge. We are looking forward to working with you this year to collect important data that will better help us understand how yields can be maximised. We have 31 growers across the beet-growing area taking part this year.



*Location of this year's BYC fields. There are several field locations that we are still waiting for – if you have yet to tell us which field you'd like to enter, can you let us know now.*

Throughout the season, we will be asking for information on your crop's progress. Most crops have emerged and are at the 2-4 leaf stage. Unfortunately, the lack of warmth is not encouraging rapid growth and some plants are looking a bit backwards and pale. It's worth keeping a close eye on crops at this stage.

The first piece of information that we are looking for is emergence date. This is important because it is used in the beet growth model that we use to predict your yield potential. **An estimate of the date when 50% of your crops emerged is required.**

Once the crop is established, understanding how your crop canopy is growing is also important for understanding how your crop is performing. **Fortnightly photos of your sugar beet canopy** will provide sufficient detail. There are several ways that you can do this:

- You can take a picture of the canopy (directly above like the picture below) and email that to us;
- Or you can use the free **Canopeo app** to estimate canopy cover yourself (<http://www.canopeoapp.com>). Use these simple instructions: 1) Install app – it's free to download from your phone's app store; 2) When you open the app, you will see an option to *take photo* – click on this; 3) Hold the phone away from your body, parallel and at least 60 cm above the ground, and take a photo; 4) Click *OK* (top right), and the app will estimate the canopy cover – this is given as a percentage. Once you have this value, you can email it to us.
- Or you can use the free **fieldmargin app** to take a picture (<https://fieldmargin.com>). Support will be provided to get you up and running. Your field will be set up so that we also have access, which means that your photos will be directly available to us to analyse. You will be emailed in the coming days with instructions for accessing fieldmargin. This app will also allow you to access the data that we are collecting for your field.



*Example canopy picture.*

If you need any further information, please contact me by email ([toby.townsend@bbro.co.uk](mailto:toby.townsend@bbro.co.uk)) or telephone (07908 162895).