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Weeds continue to be ever present in row crops worldwide. Growers spend an enormous amount of time and money in an effort to keep their farms clean and their crops healthy through weed control. With many of our Roundup Ready® crops relieving some of the pressures and costs of weed control, the tendency of some growers to spray less and pay less attention to weeds has contributed to the increased spread of herbicide resistance. In addition, beet yields and sugar content are not what they truly could be with adequate weed control. This trial is the third in a series of simple, basic, but necessary trials in the Treasure Valley of Western Idaho that help illustrate the importance of timely and effective weed control and its effects on yield and sugar, and consequently, the farmer's bottom line. Several timings of weed control combined with several control quality treatments ranging from 25%-100% control were issued to help illustrate this point.