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Commercially available sugar beet varieties grown in Idaho provide tonnage but fail to provide an acceptable sugar content. To overcome this deficiency, a new seed approval policy is implemented to encourage the increase of average sugar content to 18.10% by 2020. Meanwhile, Idaho growers and growers in other growing regions try to improve their sugar contents by using soil or foliar applied products. This poster will present an ongoing study comparing multiple “sugar enhancers” and discuss their efficacy.