

SHETTY, KIRAN* and CHAD SELTON, Syngenta Seed Care, P. O. Box 18300, Greensboro, NC 27419. **Introducing CruiserMaxx Sugar beets: A comprehensive seed care product concept for broad spectrum disease and insect protection for sugar beets.**

Treating sugar beet seed is a well understood practice in sugar beet production. The only caveat is that older seed treatment chemistries have sometimes caused seed germination problems, and in some areas the suggested high doses of old products has changed the seed characteristics such as seed size and resulting plant ability. CruiserMaxx Sugar Beets is a new product concept offered to sugar beet growers with improved disease and insect protection. This product concept provide broad spectrum protection against several seed and soil borne disease, including *Rhizoctonia sp.* The product also offers broad spectrum protection against beet leaf hopper, which consequently reduces or eliminates curly top virus in sugar beets. CruiserMaxx Sugar beets also provides protection against root maggots, spring tails and wireworms and could be integrated as part of an overall pest management program for sugar beets.