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PRESS RELEASE

THOUSANDS 'BEET' THEIR WAY TO A CLEARER FUTURE

Over 2,500 growers and producers 'beet' their way to Europe's premier sugar beet event which received a much welcome return since it was last held in 2001, providing a unique 'shop window' displaying the latest technical and agronomic developments within the industry.

Organised by the East of England Agricultural Society and British Sugar and held by kind permission of Patrick Dean Ltd at their Boothby Heath Farm, near Lincoln, on Wednesday 19th October 2005, visitors to the event were able to see comprehensive demonstrations, featuring 17 Harvesters (from 3 to 9 row) which effortlessly worked their way through the 105 hectare demonstration crop, alongside harvester assessments showing results from the previous day's evaluations and over 30 key product and service providers.

Growers and producers also had the opportunity to get up to date with the latest information on the policy debate through a series of seminars jointly organised by British Sugar and the NFU and gained technical advice from industry experts on a wide variety of subjects in the Main Exhibition Hall.

Barrie Hayward, Agricultural & Technical Events Manager (East of England Agricultural Society) said, 'With UK sugar beet production facing challenging times and negotiations set to culminate next month, the timing of Beet UK could not have been better. The event was well supported and provided an excellent networking opportunity, bringing growers, producers and industry suppliers together'.

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