

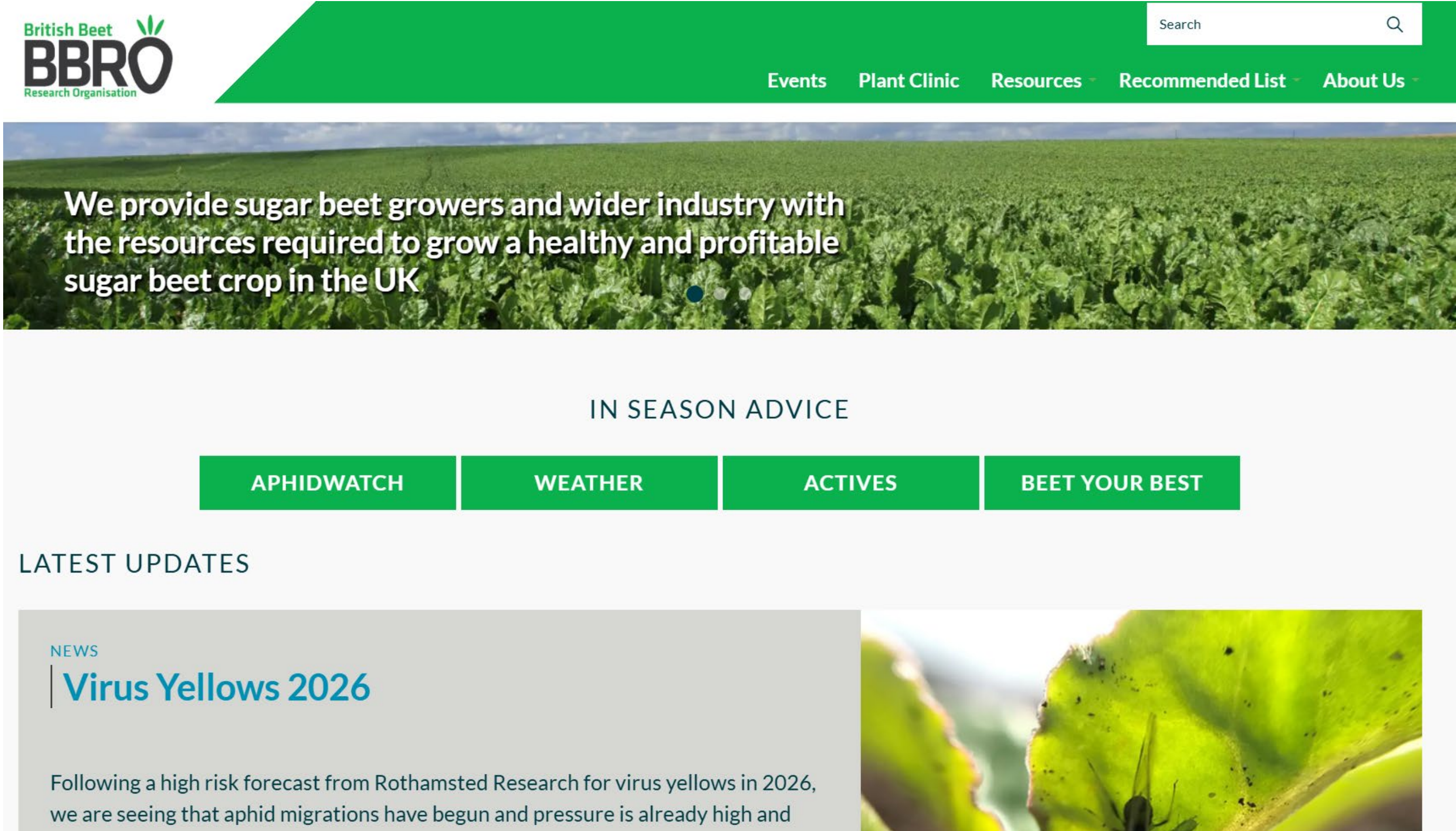
Lost in information overload

The world of communications has changed dramatically in the last ten years. With a plethora of new ways in which to convey messages; an emphasis on social media and less print, it is difficult to plan how or where to convey messages and even harder to determine if your messages have landed with the right audience.

In 2025 BBRO launched a survey of growers to determine where they expected to find BBRO information and in what format they would like to receive it.

We expected to see an age divide in the use of social media but were surprised to hear that the majority of growers did not expect to find BBRO on social media and were far more likely to search our website as first point of call to determine on-farm decision making for sugar beet. The survey also highlighted a few issues with our website that needed addressing.

Another unexpected change was a general acceptance that printed material was no longer viable and online information was now the norm. There were also signs of impatience with growers wanting seasonal information to be more readily available and with fewer access clicks.



Improved information

A new website was launched in February 2026. The aim main was to make timely in-season advice highly visible, reducing the clicks needed to access relevant and important information. We then commenced on a process of stripping back content to provide more concise and relatable material for growers. With years of information to wade through this is an ongoing process as publications are redefined into short Fact Files.

The new site is also home to an interactive RL, allowing growers to compare varieties, breeders pelleting, special traits and view 3-years worth of data.

		2026	Y7 (C)	103.4	103.4	104	17.07	X	4,741	40	102.4	3.62	7
	BTS1915	2025		107.3	107.3	108	18.48	X	396	0	102.1	3.4	
	BTS1915	2024		102.4	102.4	103.4	16.85	X	6464	35	102.8	3.61	
	BTS1915	2023		101.9	101.9	102.2	15.92	X	17113	59	102.3	3.7	
	ST Rotterdam G	2026	Y1	100.5	100.5	99.1	17.41	X	3,677	81	101		
	ST Rotterdam G	2025		97.9	97.9	97	18.77	X	227	0	101.2	2.86	1.5%
	ST Rotterdam G	2024		103.1	103.1	102.9	17.06	X	5339	0	101.3	3.17	
	ST Rotterdam G	2023		101.1	101.1	98.1	16.44	X	12183	285	101.2	3.17	
	Harrietta KWS	2026	Y5 (C)	100.1	100.1	100.4	17.15		1,377	12	101.8	3.28	3.7
	Harrietta KWS	2025		101.7	101.7	101.1	18.75		138	0	100.8	2.87	2.7%
	Harrietta KWS	2024		100.1	100.1	100	17.03		1477	33	103.2	3.35	5.9%
	Harrietta KWS	2023		99.1	99.1	100.4	15.77		3775	0	101.4	3.4	4.9%

More to come

In the following months we will be adding an interactive dashboard to the site, allowing growers to access more crop relevant information specific to their region, including forecasted and actual pest and disease pressures.

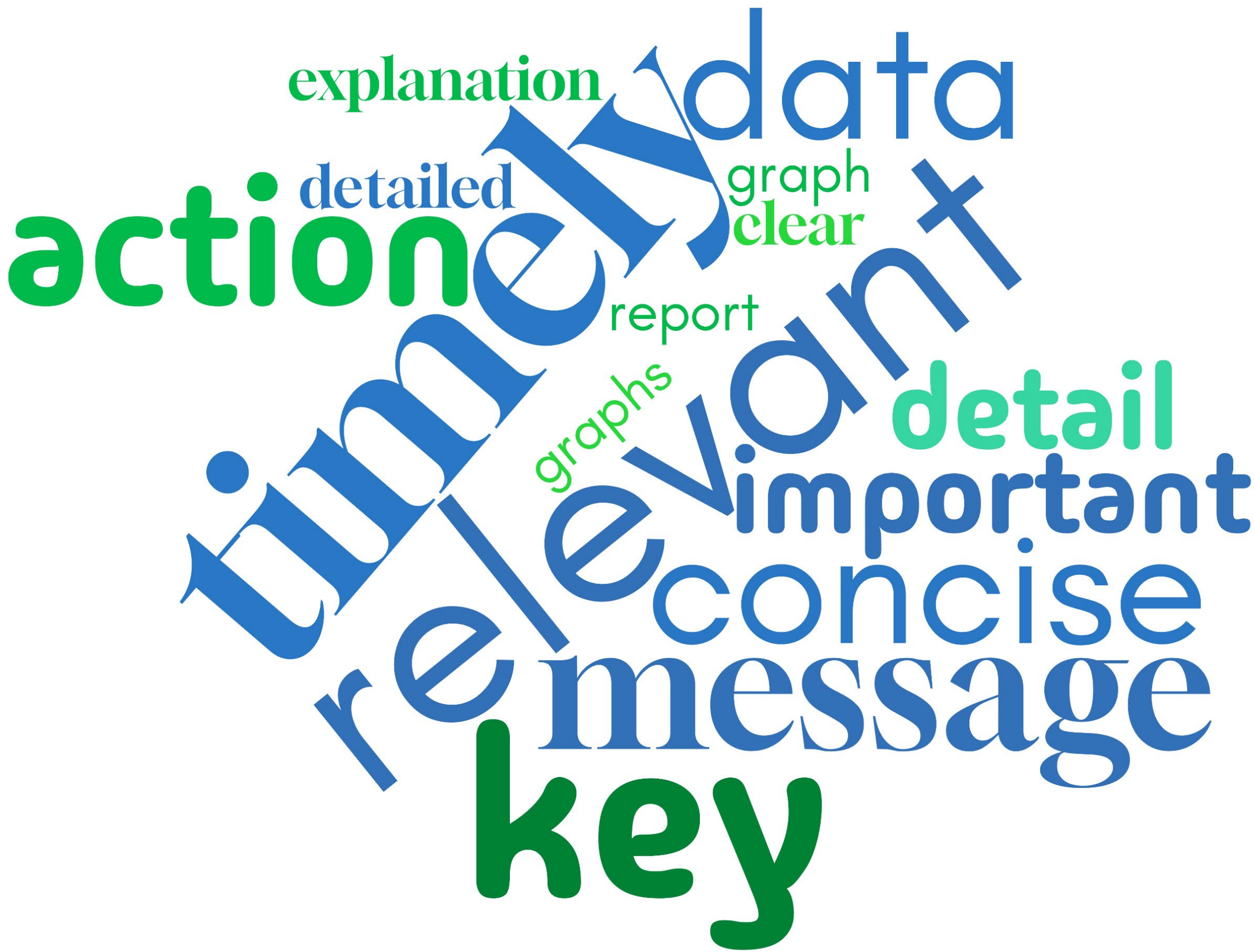


Figure 1: The words relevant, timely and key were regularly used and formed the basis for our new communications plan.

Changing face of BBRO

- Four areas were identified as requiring immediate attention:
- Clearer identity and branding
 - New website – increased accessibility to info with less clicks
 - Concise info - introduction of Fact Files
 - Re-visit basics – launch of Beet Your Best campaign

