



LET'S TALK BEETS!

For years, Sakata Seed America has been quietly and thoughtfully improving the humble beet, preparing it for its time in the spotlight. The time has finally come. Beets are fast becoming the darling of the produce aisle, cooking channels, magazines and food blogs. And, the golden beet is the star of the show.

TOUCHSTONE GOLD has brighter gold color and mild, sweet flavor!



Touchstone Gold is a mild, sweet tasting, bright golden beet with a smooth globe shape. It has little to no interior zoning, and is ideal for fresh, home garden and specialty markets. Best of all, it is available as both organic and non-organic seed.

We've all seen it - there's an uptick in beets getting marketing attention via food magazines, retail shows, even new value-added products in the grocery store. From juice to burgers to pasta, beets are finding their way into everyday recipes.

According to Delita Pardue, product manager for beets, "That uptick is causing an increase in sales and customers trialing Touchstone Gold this year. Growers familiar with growing golden beets have increased their acreage. And many growers that were not growing golden beets previously are now either trialing Touchstone Gold or growing small strips."

Laura Ann McCloud, beet breeder for Sakata, goes on to say, "Touchstone Gold has a richer, more vibrant exterior color than competing golden beets. It holds its color better after harvest, and has a sweetness that gives it a richer flavor than the competition. These beauties are literally edible treasures!"



NEW VIDEO!
Delita Pardue
Talks Beets



- Vibrant sunset gold color
- Mild sweet flavor
- Great for fresh, home garden and specialty markets

TOUCHSTONE GOLD The Beet that Beats the Competition!

TOUCHSTONE GOLD Ranks Highest in Third-party Sensory Evaluation

In internal Sakata trials, Touchstone Gold has shown to have a richer golden color and better flavor than competitive golden beets. To verify our own internal findings, SCS Global Services, a third-party environmental and sustainable certification, auditing, testing and standards development company, was hired to put our golden beet to the test against a recent market competitor. Attributes such as color, flavor, texture and sweetness, to name a few, were evaluated by trained panelists in order to see which variety ranked superior. The testing was conducted in August 2015.

Samples of Touchstone Gold and the competitive beet were sown, grown and harvested in exactly the same way, then collected and shipped directly to SCS Global Services. Samples were then evaluated both in RAW and PRESSURE COOKED form on August 26, 2015.

SCS Global Services utilized trained panelists to conduct the sensory evaluations. The sensory panel consisted of experienced food scientists and chefs, both men and women, who have gone through rigorous training, with an average of 150 hours of testing experience.

According to the August 2015 study, TOUCHSTONE GOLD ranked highest in Overall Appearance, Aroma, Texture and Quality in both PRESSURE COOKED and RAW Testing.

In addition, in PRESSURE COOKED Testing, TOUCHSTONE GOLD ranked highest In Overall Flavor Balance.

Sensory Evaluation Results: PRESSURE COOKED		
Key Attributes	Recent Market Competitor	Touchstone Gold
Firmness	8.6	10
Juiciness	7.4	9.4
Overall Appearance	9	9.8
Overall Aroma	7.6	8.8
Overall Flavor Balance	8.2	10.2
Overall Texture/Mouthfeel	7.8	9.8
Overall Quality	8	10

DISCLAIMER: This information is based on our observations and/or information from other sources. As crop performance depends on the interaction between the genetic potential of the seed, its physiological characteristics, and the environment, including management, we give no warranty, express or implied, for crop performance relative to the information given; nor do we accept any liability for any loss, direct or consequential, that may arise from any cause. Read all seed package labeling as it contains Sakata Seed America, Inc. terms and conditions of sale.

TOUCHSTONE GOLD Ranks Highest!

In RAW testing, TOUCHSTONE GOLD also ranked highest for the physical characteristics of External Color and Uniformity, Firmness and Juiciness.

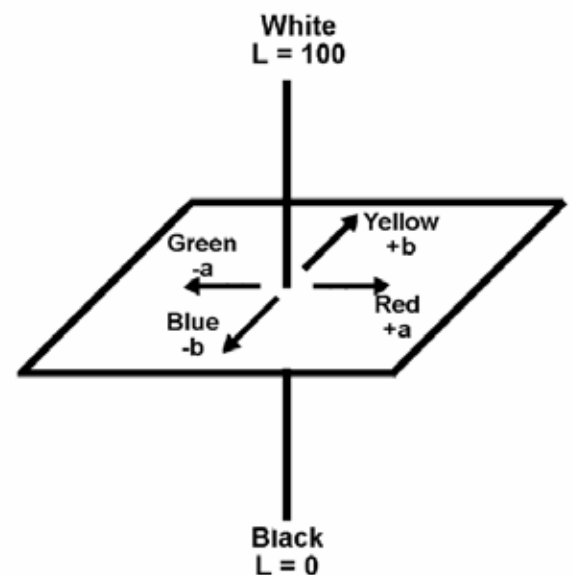
Sensory Evaluation Results: RAW		
Key Attributes	Recent Market Competitor	Touchstone Gold
External Color	9.8	10.6
External Color Uniformity	6.8	9.2
Firmness	10	10.2
Juiciness	8	8.4
Overall Appearance	9.2	10.6
Overall Aroma	8	9.8
Overall Texture	9.8	9.6
Overall Quality	9	10

Color Analysis Supports Sensory Panel Findings for TOUCHSTONE GOLD

Regarding golden beet 'RAW' samples, the sensory analysis panel rating indicates that Touchstone Gold has a more pleasing Overall Appearance than the competitive beet. The Hunter L, a, b color analysis results confirm the sensory analysis panel's findings:

Touchstone Gold has higher 'L' 'a' and 'b' values, which indicates that Touchstone Gold has a deeper golden-red hue, but lighter (towards white) on the brightness scale.

Hunter L, a, b Color Analysis Results			
	L	a	b
Touchstone Gold	31.47	5.38	31.86
Recent Market Competitor	23.03	1.06	19.93



The Hunter L, a, b color space is organized in a cube form. The L axis runs from top to bottom. The maximum for L is 100, which would be a perfect reflecting diffuser. The minimum for L would be zero, which would be black. The a and b axes have no specific numerical limits. Positive a is red. Negative a is green. Positive b is yellow. Negative b is blue.

Don't Forget Red Beets!



Falcon

Mature

Falcon is an excellent choice for growers looking for a heat tolerant beet variety. It is a moderate to fast growing variety that forms a large blocky root. It has medium dark red exterior and interior color. It has a nice small tap root and a medium crown attachment. Falcon can be used for processors, fresh market growers, and home gardeners.

- Heat tolerant - perfect for hotter growing conditions
- Vigorous growing
- Large blocky-shaped roots



Merlin

Mature/Baby Leaf

Merlin offers higher sugar content (12-15%) in comparison to standard beet varieties. Due to its high sugar content, it is a perfect choice for processors, fresh market growers or home gardeners. Merlin has smooth, red, globe-shaped roots with small-medium crowns and tap roots. Merlin also offers intermediate Cercospora resistance. Organic and non-organic seeds are available.

- Very good flavor, high Brix (12-15%)
- Nice red globe-shaped roots
- Great for processing and fresh markets

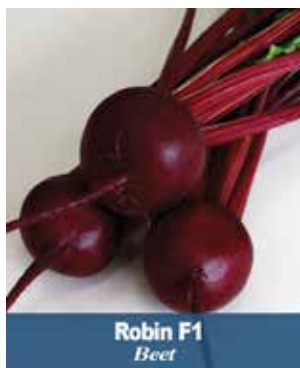


Red Ace

Mature/Baby Leaf

Red Ace's wide adaptability and high yield potential have made it an industry leader. Red Ace is known for its uniform, smooth top-shaped roots, heavy yields and consistent performance. Organic and non-organic seeds are available.

- Widely adapted and uniform
- Organic and non-organic seeds available
- Intermediate Cercospora resistance



Robin

Mature/Baby Leaf

Robin is a perfect variety for whole baby beet production due to its ability to form a uniform globe shape root at an early stage in development. It has a medium to late growth rate and it is a very versatile variety that can fit into multi markets such as processing to fresh markets. Robin has nice dark red interior and exterior which makes it an appealing variety for any grower.

- Forms a uniform round root at a early stage in development
- Short upright dark green tops
- Perfect for baby beet and/or whole beet processing

Sakata Seed America, Inc.

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