• Excellent annual production
• Good seasonal growth – although 24Seven has a very late heading date unlike some cultivars, there is no penalty for winter and early spring production
• Persistence traits – 24seven has a high tiller destiny and strong ground cover, which are the key characters needed for ryegrass to tolerate grazing pressure in both dry and wet conditions
• Extended feed quality (+24 day heading date). This gives farmers that extra period of high energy and protein pasture to improve annual production and silage quality
• Low aftermath heading
• Insect tolerance – available in 2017 with the novel entophyte Edge. It has been tested and proven to have tolerance to black beetle and Argentine stem weevil
• Will be available with New Happe entophyte in 2018