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