

- 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 density 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