

Cropmark

Appeal

Italian Ryegrass



New

**THE HIGH YIELDING
PERSISTENT
ITALIAN RYEGRASS**

100%
NZ OWNED

CROPMARK SEEDS
Driving Productivity

www.cropmarkseeds.com

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Appeal is a very persistent and very high yielding diploid Italian ryegrass.

Appeal has shown consistently high yield performance in trials around New Zealand, with fast establishment, high winter, early spring production, and an ability to hold on well over the summer, even under moderate insect pressure.

At +28 days heading date, Appeal is nearly two weeks later heading than traditional Italian ryegrasses, enabling it to maintain forage quality for longer into summer.

Appeal produces high quality forage, of high nutritive value, high digestibility and high palatability. In addition, it has strong disease resistance including against rust, resulting in improved animal acceptance. And unlike some Italian ryegrasses, Appeal will not cause grass staggers.

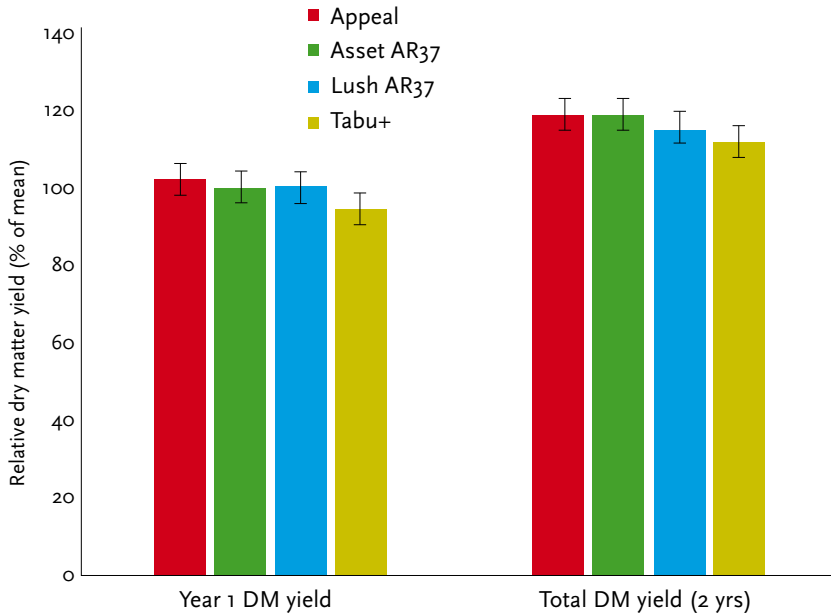
AGRONOMIC TRAITS

PERSISTENCE*	HEADING DATE (days re. NUI = 0)	SOWING RATE (KGS/HA)
18-30 MONTHS	+28	20 – 25
RUST RESISTANCE**	AFTERMATH HEADING	MIN RAINFALL (MLS)
8	LOW	450+

*Subject to management and climatic conditions
 **1 = Susceptible, 9 = Resistant

PERSISTENCE OF DM YIELD OVER 1 AND 2 YEARS

Cropmark Seeds Ltd, Italian Ryegrass Yield Trial, Burnham, 2018 – 2019



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- ▶ Consistently high yield and cool season performance
- ▶ Very persistent, even under harsh management conditions
- ▶ Bounces back from hard grazings well
- ▶ Won't cause grass staggers or heat stress
- ▶ Very late heading (+28 days) for carrying pasture quality longer into spring
- ▶ Very low aftermath heading (returns to vegetative state quickly after heading)
- ▶ Very palatable
- ▶ Ideal for use as a short term, high quality feed, or for over-sowing into damaged or run-out pastures to extend their life

APPEAL ITALIAN RYEGRASS IS AVAILABLE FROM ALL FARM MERCHANDISE AND SEED SUPPLY OUTLETS

For further information on Appeal Italian ryegrass, please contact Cropmark Seeds Limited.
Freephone 0800 4 27676 or contact your local representative.
North Island **James Bryan** 027 235 4989
South Island **Liam Martin** 027 555 6813

