



# APPEAL

## HIGH YIELDING AND LATE HEADING

Appeal is a very persistent and very high yielding diploid Italian ryegrass. It has been developed from a 'persistence pool' of Cropmark's Italian ryegrass breeding programme.

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.

Appeal is nearly two weeks later heading than traditional Italian ryegrasses, enabling it to maintain forage quality for longer into summer. With low aftermath heading, it returns quickly to vegetative state, enabling higher livestock performance potential.



## Agronomic traits

- **Persistence:** 18-30 months \*
- **Heading date:** Late
- **Rust resistance:** 9\*\*
- **Aftermath heading:** Low
- **Minimum rainfall (mms):** 450+
- **Sowing rate (kg/ha):** 20-25

\*Subject to climate, insect pest pressure and management  
\*\*1 = Susceptible, 9 = Resistant

## Benefits

- Very persistent, even under harsh management conditions
- Bounces back from hard grazings well
- Safer to animals - won't cause grass staggers or heat stress
- Late heading for carrying pasture quality longer into spring
- 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 is ideal for farmers looking for a versatile Italian ryegrass with extended feed quality, especially into late spring, and adaptability for silage or year-round pasture needs.

Persistence of DM yield over 1 and 2 years at Burnham

