



MEDIA RELEASE

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For Immediate Release

Outstanding perennial ryegrass introduced to Australian market

Australian farmers now have an exceptional new perennial ryegrass option following the release of Ceres One50 from PGG Seeds.

One50 is a new generation, late heading perennial ryegrass which has outstanding dry matter production with its yield potential best realised in fertile, productive conditions.

One50's late heading characteristics; makes late spring and early summer pasture management easier. One50 maintains vegetative leaf production over this period, giving farmers better summer grazing opportunities and the potential to carry silage later into spring where there is often better weather conditions for silage making with out the loss of pasture quality.

"One50 exhibited impressive autumn and winter production, with class leading dry matter performance in all the New Zealand National Forage Variety Trials completed" comments product development specialist Allister Moorhead. "It's been a standout performer in trials visually as well as on data sheets" he adds.

Bred from elite genetics from New Zealand and North West Spain, One50 is well adapted for the unique climatic conditions Australian farmers face.

"One50 was in our breeding programme for a number of years and what we achieved with this ryegrass is outstanding, it is an exceptionally leafy cultivar with outstanding levels of dry matter production through summer, autumn and winter" says Dr Alan Stewart, plant breeder of One50.

With low aftermath seeding, long seasonal production and an upright growth habit promoting clover and herb growth, One50 is an ideal ryegrass for farmers to introduce to their farming rotations.

"One50 is a high performing ryegrass that offers farmers reliability, dependability and quality when they need it" adds Dr Stewart.

For more information on One50 perennial ryegrass, contact your local seed reseller or visit www.pggseeds.com.au.

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285 Words

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