

Benefit of correct cultivar - dairy

Renew pasture

Sow

High quality seed, with genetics matching your renewal goals, is the smart investment. Often we come across farmers who choose ‘cheap’ seed that ends up having costly consequences. This example shows why. So-called cheap seed saves $280/ha at sowing, but results in lost operating profit of $2960/ha over three years.

Dairy farm example

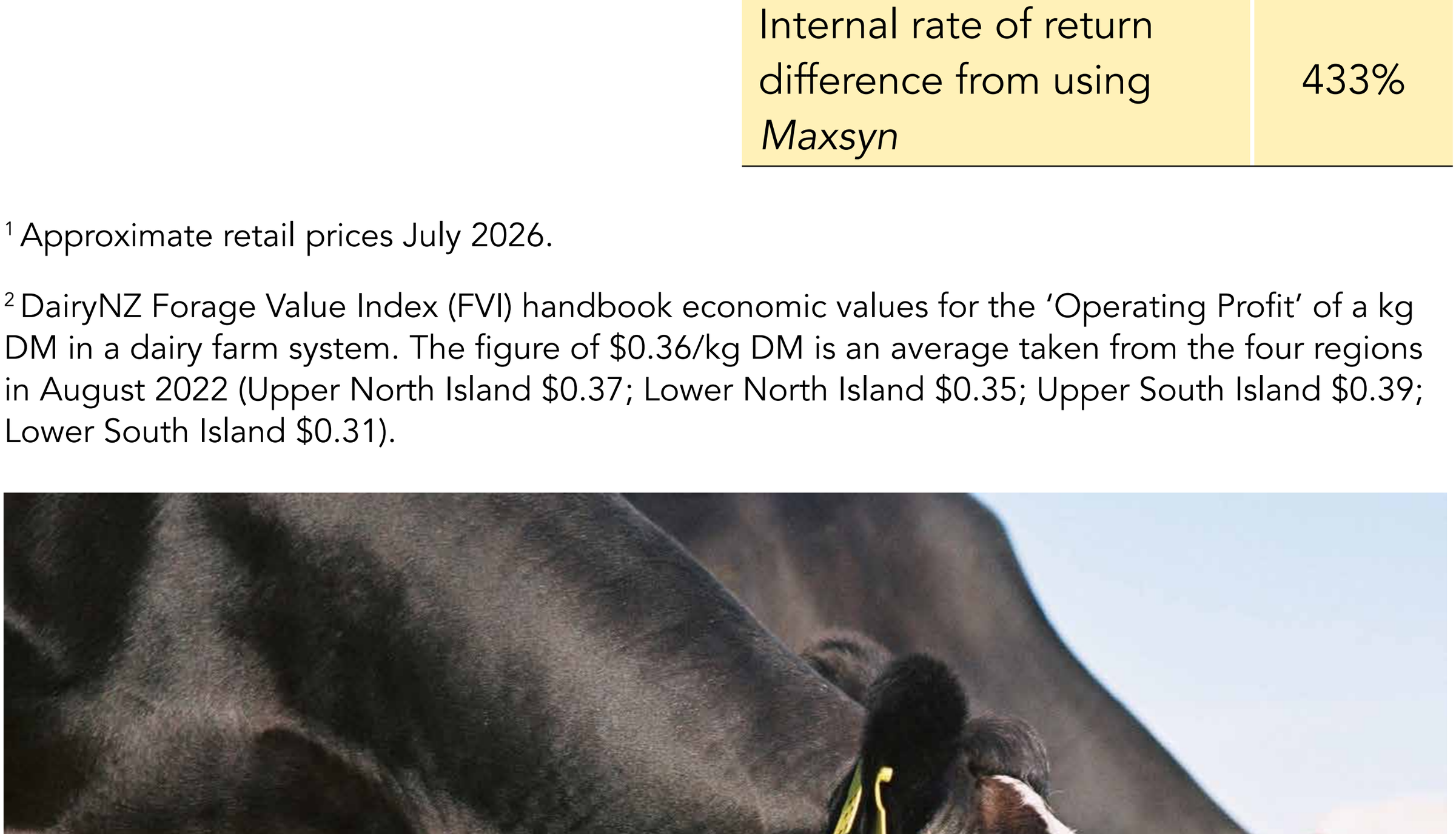
This example compares sowing the high quality perennial ryegrass *Maxsyn* with *NEA12* endophyte (*Agricote* treated), versus uncertified ryegrass seed, over three years. From NFVT trial results *Maxsyn* produces 3 t/ha more per year. This does not include the extra value of *NEA12* endophyte, or the better feed value (ME) and seasonal growth pattern of *Maxsyn*.

Cost/benefit *Maxsyn NEA12* vs uncertified ryegrass

		Certified *Maxsyn NEA12*	Uncertified ryegrass	Difference
Cost		$365/ha[1] (20 kg/ha at $18.30)	$85/ha[1] (20 kg/ha at $4.30/kg)	$280/ha
Operating profit[2]	Year 1	14,000 kg DM/ha x $0.36/ kg DM[2] = $5040/ha	11,000 kg DM/ha x $0.36/kg DM[2] = $3960	$1080/ha
	Year 2	14,000 kg DM/ha x $0.36/kg DM2 = $5040/ha	11,000 kg DM/ha x $0.36/kg DM = $3960	$1080/ha
	Year 3	14,000 kg DM/ha x $0.36/kg DM2 = $5040/ha	11,000 kg DM/ha x $0.36/kg DM = $3960	$1080/ha
			Extra profit from *Maxsyn*	$3240/ha
			Net profit (less seed cost)	$2960/ha
			Internal rate of return difference from using *Maxsyn*	433%

[1] Approximate retail prices July 2026.

[2] DairyNZ Forage Value Index (FVI) handbook economic values for the 'Operating Profit' of a kg DM in a dairy farm system. The figure of $0.36/kg DM is an average taken from the four regions in August 2022 (Upper North Island $0.37; Lower North Island $0.35; Upper South Island $0.39; Lower South Island $0.31).



New cultivars grow more, persist well and are high in ME.

Better pasture together™

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