

# TAKE CONTROL AND BE THE RULA OF PRODUCTION

## Reliable production over medium term

A cross between Italian and perennial ryegrass with similar production to Italian ryegrass but improved persistence.



# RULA

*Late Flowering Tetraploid Hybrid Ryegrass*

<p><b>MATURITY</b></p>  <p>SHORT <span style="float: right;">LONG</span></p>	<p><b>WINTER FEED POTENTIAL</b> ★ ★ ★</p> <p><b>SUMMER REGROWTH POTENTIAL</b> ★ ★ ★ ★ ★</p>	<p><b>PLOIDY*</b></p> 	<p><b>LONGEVITY</b> 12-30 Months</p>	<p><b>ANIMALS</b></p> 
---	---	---	--	---

# RULA

Late Flowering Tetraploid Hybrid Ryegrass

Are you an Australian farmer or reseller? Please be assured our mission is to minimise your risk and maximise your potential by supplying the best grain and forage varieties, seed quality, and customer service. You benefit from our unique combination of independence, flexibility, and a wide world of seeds through our Australian and international alliances. Importantly, you can trust AGF Seeds and the information in this guide because of our focus on evaluation, long history in seed multiplication, in house seed processing, commitment to ethical marketing, and good people.

Introduced, tested and developed in Australia by AGF Seeds; Rula is a late (Nui + 16 days to heading) Tetraploid Hybrid Ryegrass with reliable and durable production across the season in a range of environments. With European roots, Rula is brought to Australia through AGF Seeds #WideWorldOfSeeds variety evaluation program.



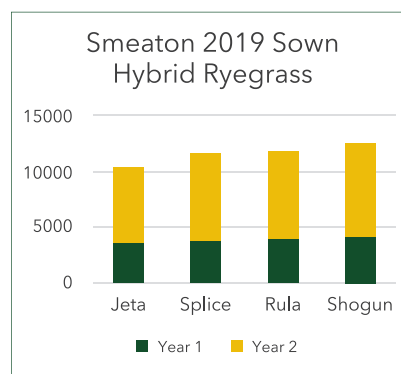
Rula breeding company DSV was founded in 1923 by farmers in Germany to produce high quality forage seeds and nearly one century later, though the company structure and size has changed, DSV continues to produce and breed new forage varieties.

DSV started breeding grasses in the UK in 1996. After testing the diversity of material from the continental breeding programs for suitability, selected elite lines of perennial ryegrass and Italian ryegrasses were intercrossed, forming the base population from which Rula was constructed.

Potential varieties are tested at multiple sites where pressure from stress is highest, and strong selection can be made for broad adaptation including from environments with strong pressure from crown rust, stem rusts & drought.

In 2003 new technologies for rapid screening of the biochemical composition of forage grasses were developed and access to molecular technologies in the breeding process increased. The final selections for Rula were made shortly thereafter, an intermediate of Italian and perennial ryegrass, with a good quality of forage, and a strong start.

AGF Seeds first started evaluation of the material in Australia in 2017 with Rula quickly standing out and the first Australian commercial sales made in 2020.



## SOWING TIPS

Early sowing allows varieties to express their potential and achieve high growth rates during winter.

Sow at 20-30kg/ha alone or 5-15kg/ha when a component of a pasture blend.

Sow seed no deeper than 1cm into a fine but firm seed bed.

Sow into bared ground if direct drilling.

A Light harrow and roll may help to improve germination.

Suitable for over sowing into an established stand.

## NOTICE:

Although the information and recommendations in this guide are presented in good faith and believed to be correct, Australian Grain and Forage Seeds Pty. Ltd. makes no representations or warranties as to the completeness or accuracy of Information.

Information is supplied upon the condition that the persons receiving same will make their own determination as to its suitability for their purposes prior to use. In no event will Australian Grain and Forage Seeds Pty. Ltd. be responsible for any damages or loss of any nature whatsoever resulting from the use of or reliance upon Information supplied in this guide.