

# Teagasc and Goldcrop Join forces in Grass and Clover Breeding

## The very best grass and clover varieties

Bred by Teagasc, Oak Park

Seed Produced and Marketed by Goldcrop

Delivering improved grass and clover varieties to farmers in Ireland and Worldwide



Springhill,  
Carrigtwohill,  
Co. Cork  
(021) 488 2800  
info@goldcrop.ie  
www.goldcrop.ie

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**Teagasc** and **Goldcrop** have entered a long term agreement that will see **Goldcrop** market and propagate all new grass and clover varieties coming from the **Teagasc** breeding programme at Oak Park in Carlow.

**Teagasc** have a very successful forage breeding programme at their headquarters in Oak Park. There are currently many Teagasc bred cultivars on the Irish and UK recommended lists including market leading perennial ryegrasses (Glenveagh, Majestic, Kintyre, Glencar, Solomon and Carraig) and white clovers (Chieftain, Avoca and Aran). There are also a number of cultivars on recommended lists in other countries. The Teagasc forage breeding programme was initiated in the early 1960's. The target markets are Ireland and the UK but cultivars selected primarily in Ireland for these markets may be high performing on mainland Europe. The main emphasis of the breeding program is placed on improving cultivar performance under grazing, particularly dry matter production, quality and persistence. Consideration is also given to silage dry matter yield and quality given that grass silage is the most important winter feed in Ireland.

**Goldcrop** will be responsible for seed propagation, marketing and wholesale distribution of all new Teagasc bred cultivars in Ireland and Internationally with the main target markets abroad being UK, Germany, Denmark, Holland and New Zealand. The agreement covers the next ten years.

**Goldcrop** is the leading seed assembler, importer and distributor of all seed types in the Irish market. Grass seeds and Cereal seeds are the main business areas along with Clover, Maize, Beet, Forage Brassicas, Pulses, Vegetable and Amenity grass seeds. The company also has significant market shares in Agricultural Chemicals, Crop Packaging and Agricultural Hardware. Business activity is centred at wholesale level supplying agricultural co-ops and merchants. Goldcrop was founded in 1985 and is family owned with the headquarters at Carrigtwohill, Co Cork. The company has 70 employees and operates from three locations; Carrigtwohill and Kilavullen in County Cork and Dunleer in County Louth. **Goldcrop** has an excellent portfolio of grass and clover varieties which they represent in the Irish market. The company markets a number of very successful grass and clover mixture brands including the 'Diamond Leys' and 'Evergreen' ranges as well as producing grass and clover mixtures for a large number of the agricultural retailers in Ireland under their own brands.



## Teagasc Varieties on the 2013 Irish Recommended List

Early	Intermediate Diploid	Intermediate Tetraploid	Late Diploid	Late Tetraploid	White Clover
Genesis	Solomon	Carraig Giant Magician	Glenveagh Majestic	Glencar Kintyre	Chieftain Avoca Aran