Peak Plant Genetics (Majority owned by MVS)

Mountain View Seeds (MVS)

Seed Grower (Pratum Co-op)

Conditioning (Pratum Co-op)

End User

Packaging/Mixing (MVS)
Endure Chicory

1. Fast establishing
2. Strong regrowth
3. High forage yield
4. Improved persistence in wet soils
5. Excellent forage quality
Endure Chicory

1. High Protein
2. Shown to control parasites
3. Drought tolerant
4. Summer long production
5. Lower bolting
Agronomic Recommendations

Chicory prefers well to moderately drained soil of medium to high fertility. Chicory establishes best on a moist firm seedbed.

Planting depth no deeper than ¼ inch.

Seeding 5–6lbs per acre

Soil pH should be at least 5.5.

Nitrogen fertilizer should be applied at planting at a rate of 35lbs per acre. Subsequent nitrogen applications (30–50 lbs/acre) can be made after each grazing in the spring and fall up to 200 lbs/acre/year.
Endure Chicory

Grazing Recommendations

Do not grazed until the chicory is at least 8 inches tall. (generally occur 60 to 80 days after seeding)
Graze no lower than 3 inches.
Chicory should be allowed to accumulate growth of 4–6 inches before going dormant in the fall.
A rest period of 14 to 25 days between grazing periods is best for chicory persistence and performance.
Caution should be taken to not over graze in August as chicory growth slows in August during periods of high temperatures.
Endure Chicory

Chicory trial at the University of Kentucky
April 2014
Endure Chicory is coated with WaterGard QS

QUICKSTART™ seed-applied fertilizer improves seedling growth by providing plants small amounts of important nutrients right after germination - before the plant can easily access soil nutrients on its own. By improving early plant growth, growers see the benefit in crop establishment, early season growth and the ability to withstand challenging growing conditions.

The patented formulation and composition of QUICKSTART™ creates a “nutrient friendly zone” around the seed - enhancing the uptake of the nutrients in the QUICKSTART™ formulation and in the surrounding soil.

By mimicking the plants ability to adjust the pH in the rhizosphere, QUICKSTART™ creates an environment conducive to nutrient absorption as soon as the radicle emerges and the plant begins to grow.

RAPID GERMINATION FORMULA