



EASEED

AFRICA'S BEST

East African Seed Co. Ltd. Newsletter



Vol. 1 July - September 2001

A MESSAGE FROM THE DESK OF THE MANAGING DIRECTOR

It is with great pleasure that I take this opportunity to thank our esteemed customers for their continued loyal support.

We all agree that the productivity can be increased immensely through the use of high quality seed. But unless adequate quantities of good quality seed is made available to the farmers the desired impact of improved, high yielding hybrids and modern production technologies in boosting productivity will not be realized. To meet this ever-increasing demand for high quality seed, EASEED has invested heavily in research, seed production, processing and distribution to ensure that farmers get the right seed at the right time and place. We have a dense distribution network with appointed dealers and stockists in cities and towns covering every region in Kenya, Uganda and Tanzania.

EASEED endeavours to create a wide clientele base, which will be closely served by our field technical team for a long-term mutual relationship. Availability of quality seeds and agricultural inputs at affordable price remains one of our main concerns at EASEED and I would like to encourage farmers to use hybrid seeds and modern production technology in an effort to boost productivity, ward off famine and usher in an era of rural prosperity.

As we enter the 21st century, EASEED will continue to offer technical advice and other necessary support to ensure that our customers reap the maximum benefit from the use of our seeds and remember EASEED does not cost it pays. Always insist on Africa's Best - EASEED

Jitu L. Shah

COMPANY PROFILE

Committed to quality products and services to the farmers in the region and beyond.

EASEED was started in 1972 by Mr. L. V. Shah as a small enterprise supplying agricultural inputs to the farmers. With steady growth the company expanded its operations and went into vegetable and agricultural seed production. It also started exporting, wholeselling, and retailing certified high quality seeds for vegetables, field crops, pastures, flowers, lawn grass and forest trees.

EASEED which has its headquarters based in Nairobi, Kenya has spread its wings to the other East African countries with companies in Arusha (opened in 1995) and now Kampala, Uganda.

Activities

Seed distribution

The company has entered into several distribution contracts with world leading seed companies. We continue to source and develop new products to meet the specific needs of farmers within the region.

Seed multiplication

The company has its own seed multiplication programme involving progressive local farmers and companies abroad. Close supervision by qualified company personnel is undertaken to ensure that good quality seeds are produced. Seed processing in our state of the art seed treatment and packaging plant situated along Dakar road within the industrial area ensures that high quality standards are maintained. Our seed packaging materials have been improved to ensure greater resistance to humidity and temperatures and thus maintaining high viability levels.

EASEED Customers come first



EASEED Team during a Sales & Marketing Course

Research and Development

New products are tested within the various agro ecological zones before being released to the farmers. The company has also been conducting trials in conjunction with government agencies such as Kenya Agricultural Research Institute (KARI), University of Nairobi, Kenya and Selian Agricultural Research Institute (SARI), Tanzania.

Extension services

The company lays great emphasis on customer support and has an elaborate extension service where farmers are given free advice. We participate in national agricultural shows and trade fairs and the company has won numerous awards in recognition of its contribution to agricultural growth in Kenya, Uganda and Tanzania.

EASEED maintains a wide network with agricultural organizations world wide and welcomes new collaborators as it endeavours to continue giving dedicated and quality service to the farmers.

C O R P O R A T E N E W S

EASEED spreads its wings in the region

In line with our slogan, **EASEED** commitment to providing quality service to our customers has been strengthened with the opening of semi-autonomous branches in Arusha, Tanzania and Kampala, Uganda. This greatly enhances the availability of our products in the region and stockists can now obtain our products close to their door steps. Plans are underway to cover the great lakes region and the horn of Africa counties such as Ethiopia and Djibouti.



EASEED now in the Internet

In this era of information technology, **EASEED** has not been left behind and you will soon be able to browse through our product range in the WORLD WIDE WEB (internet). Look out for our home page:

HYPERLINK "<http://www.easeeed.com>" www.easeeed.com to be launched soon. Our Email address remains unchanged and open for any inquiries.
HYPERLINK "<mailto:info@easeeed.com>" info@easeeed.com.

EASEED field days

In its endeavor to become closer and work with the farmer **EASEED** will be holding field days all over the country. The Company will display a wide variety of its high quality seeds, especially the hybrids, and demonstrate their superior field performance to the farmers.

The field days will also be a forum whereby **EASEED's** company management and Agronomists will interact with the farmers. The feedback (comments and suggestions) from the farmers will help **EASEED** to respond to their requirements, as it has been doing for the last 30 years.

EASEED's agronomists will also be at hand to provide any technical advice the farmer may require. Advice on the most cost effective measures of disease and pest control will also be provided to the farmers. Farmers will also be advised on the right varieties of seeds for their climatic conditions and any other relevant information that may enable them maximize yields.



Watch out for the **EASEED** tent!!!

Hortifair 2001 held at Sarit Centre

East African Seed Co. Ltd successfully participated in the pioneer Hortifair trade show at Sarit Centre between 1st-3rd March 2001.

Our stand was judged the best overall in all assessed areas including the best product display, product information and stand design. Among other companies represented were the leading agro-chemical firms and nearly all our competitors in the seed industry.

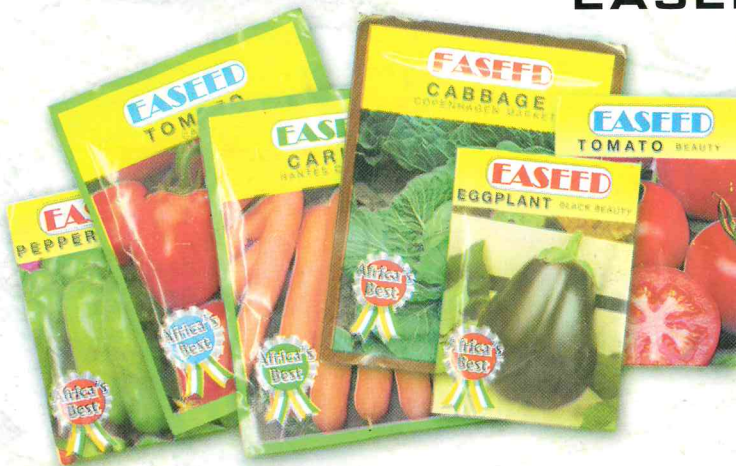


EASEEDs New Packaging

The success of any farming activity largely depends on the quality of the seeds planted. In recognition of this fact, **EASEED** has introduced exceptional high quality packaging, which will ensure that the high quality of our seeds is maintained until they reach the farmer.

EASEED seeds will now be packed in the newly introduced aluminium foil lined packets. They will be heat sealed to ensure that they are air-tight and will come in new colorful designs. The seeds will initially be available in the standard 10gm and 25gm packets.

The improved packaging will ensure that the farmer gets even better quality seeds at the same price. Africa's best seeds will even become better, ensuring that **EASEED** maintains its leading market position in the region.



WAYS TO MINIMISE PESTICIDE USE IN VEGETABLE PRODUCTION

All sorts of institutional efforts are being made for augmenting vegetable production through latest technological know-how. Some of them are through quality seed production including the hybrid ones, fertilizer management, soil management, irrigation techniques, pest and the seed control measures by the application of insecticides, fungicides, herbicides and various post-harvest technologies.

In the recent past, vegetable production has suffered a great loss due to the havoc of insect and disease infestation. In the past, farmers have been randomly using a wide range of pesticides to combat all the harmful pests. However, some pesticides have long residual effect, and when sprayed in the harvesting stage of various crops, they adversely affect human health. The pesticides with fast break down properties may either not be very effective, or their costs may be prohibitive to most ordinary farmers. Non-judicious application of costly insecticides and fungicides, which are ultimately creating resistance in many insects and fungus species, are gradually becoming a cause of low returns per unit area. In addition, all produce destined for export to the EEC market have to meet strict minimum residue levels (MRLs) of agrochemicals, after July 2001.

These problems are being solved by the application of integrated pest management techniques combined with the application of organic pesticides of plants origin like neem-seed oil, leaf extract of tobacco, datura, neem, garlic extract, natural pyrethrin etc. Biological control methods have evolved for specific crops or pests like in the use of *Bacillus thuringiensis* which is widely available in Kenya under various trade names. Advanced petroleum-based spray oils with good fungicidal and pesticidal properties are now readily available in Kenya.

However along with the latest non-harmful technologies, we have to take resistant and or tolerant varieties into consideration, if we are to overcome pests and disease problems, while still increasing the vegetable yield. A large number of resistant and or tolerant varieties are available in the market, and many more are still in research stations under trials, before release. EASEED has continually been introducing hybrid resistant and or tolerant varieties to certain disease and pests problems among its products range covering vegetable and maize (corn) seeds.

RIGHT SELECTION OF THE CROP AND VARIETY

Different crops have definite requirements of soils and climates. If optimum conditions of sunshine, temperature, humidity, rainfall or water etc. are not available for germination, growth or development and maturity, then your crop will not grow and produce satisfactorily (quantity and quality wise).

Vegetable crops like peas, cabbage, cauliflower, carrot, broccoli, brussels sprout and potatoes will grow and produce better under comparatively cool climates while watermelon, okra, chillies, and pawpaw prefer relatively warm/hot climates. Perhaps you may be able to grow watermelons, pawpaws or melons at higher altitudes where temperatures are generally low but the maturity of the fruits would be exceptionally delayed and you may not get that nice flavour and sweetness in the fruits that you generally get under hot climate.

Hence always keep in mind the local climatic conditions while taking decisions about selection of a vegetable crop to grow. The economics of growing a particular vegetable crop and the available markets together with suitable transport facilities are yet other important factors that should always be taken into consideration while selecting a vegetable crop and its variety.

Efforts should always be made in trying out new varieties to find out the best ones suited to your purpose under the local climatic conditions. The selections of a variety would largely depend on its:

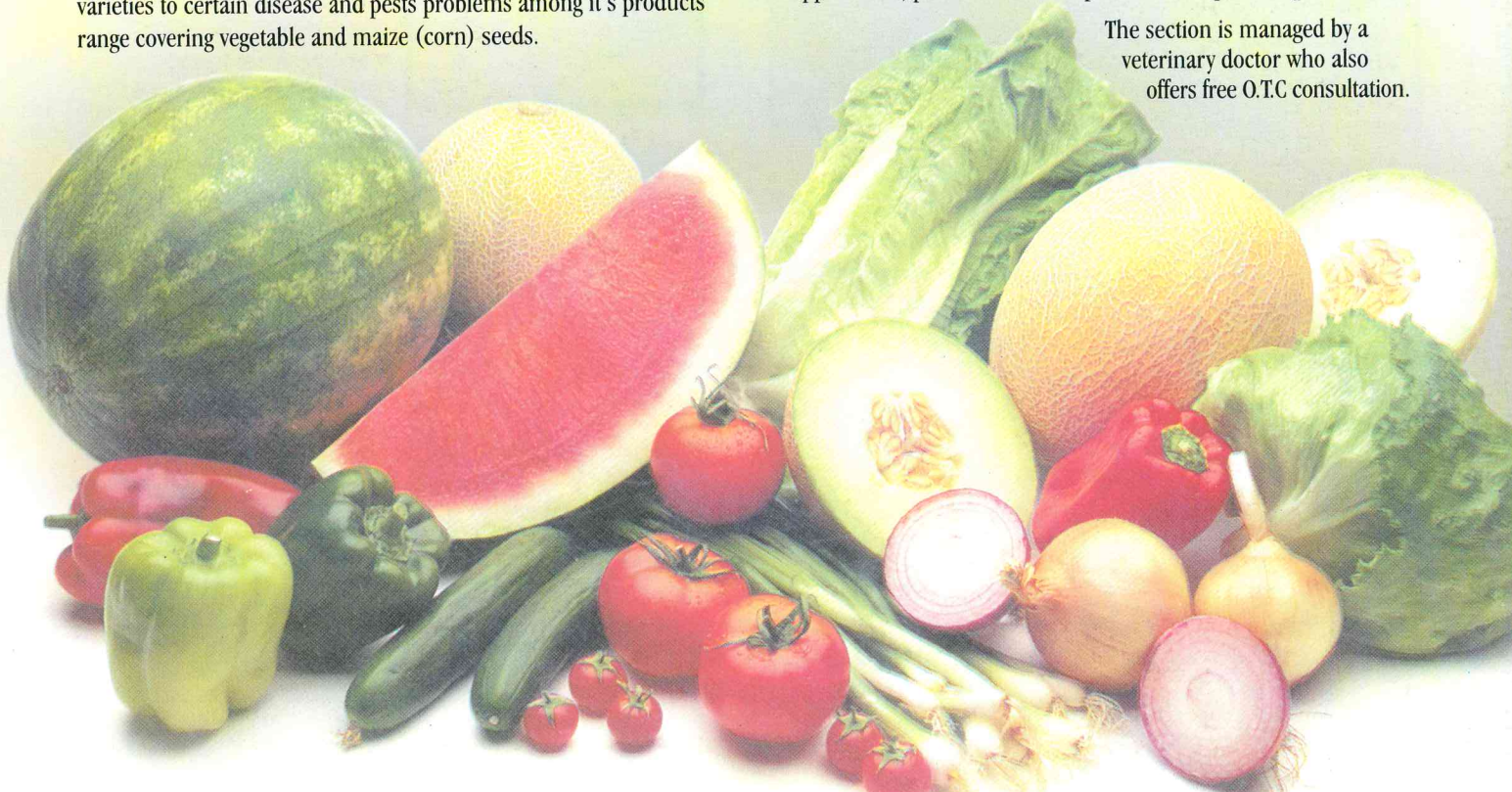
- * Yielding capacity.
- * Maturity Period.
- * Tolerance / resistance to diseases.
- * Ability to withstand adverse climatic conditions (temperature and rainfall).
- * Suitability for intended market.

EASEED VENTURES INTO VETERINARY PRODUCTS

EASEED has now established a veterinary section. The starting of our veterinary range of products is aimed at establishing a full-fledged agribusiness to enable farm producers (crop & livestock) do a one-stop shopping.

Our veterinary range of products is sourced from well-established veterinary producers and these can be purchased on a retail or wholesale basis. The products include acaricides, tickicides, anthelmintics (dewormers), antimicrobials, injectables, feeds, feed supplements, public health products and pet care products.

The section is managed by a veterinary doctor who also offers free O.T.C consultation.





EASEED HYBRID VARIETIES

Our farmers have realised the importance of investing in hybrid seed (that returns per shilling on hybrid seed is many times greater than an equal investment in open pollinated variety). To ensure that the latest innovation is timely availed to the farmer, we are constantly in touch with research front of breeders and conducting performance trials of latest hybrid innovation. This has ensured selection of best adapted varieties with desired production, selling and consumption traits.

The following are some of our hybrid varieties;

CABBAGE GLORIA F1 HYBRID

- A mid-early, high yielding variety for fresh as well as processing markets.
- Heads are firm and flat round weighing 2.5-4.5 kg, depending on planting density.
- Leaves are blue-green in color with a thick waxy layer and good flavor.
- 75-90 days after transplanting.
- Very good heat tolerance and has excellent resistance to splitting and bolting.
- Medium tolerance to black rot (*xanthomonas*), and tolerant to yellows (*Fusarium*).
- Good adaptability to various climatic conditions i.e. world-wide variety.
- Recommended planting density: 35,000-40,000 cabbages/ha.
- Seed requirement: 300-400gms/ha.
- Number of seeds in 10gm: - Approximately 3,000 seeds.
- Packing: 10gm, 25gm, 50gm, 100gm, 250gm & 500gm packaging.



CABBAGE GLOBEMASTER F1 HYBRID

- One of our best sellers, has a globe shape with a short core.
- It has wide adaptability to different conditions.
- It grows up to 3.5 kg under optimum conditions especially in warm areas.
- Head is ready in 75 days after transplanting.
- It has got high tolerance to Black Rot and Fusarium Yellows.
- It is high yielding with attractive blue green color.
- Has excellent resistance to splitting and bolting.
- Seed requirement: 300-450 gms/ha.

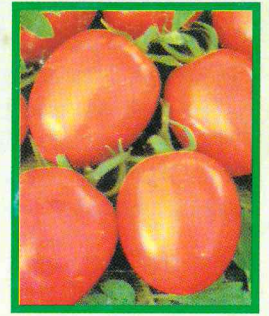
CHINESE CABBAGE SOKONI F1 HYBRID



- Early maturity variety.
- Vigorous and easy growing.
- High level of disease tolerance (soft end rot virus).
- Suitable for high density planting due to its compact round leaves and standing plant habit.
- Maturity: 63 days after transplanting.
- Head: 2 kg in weight with good transportation and storage ability.

TOMATO EQUATOR F1 HYBRID

- Very high yielding indeterminate hybrid tomato (staking is required).
- Fruit weight approximately 100 to 120gms, blocky (square round) in shape and has very thick skin.
- It is resistant to TMV virus, Fusarium, verticillium and is tolerant to other virus complexes.
- It is suitable for long distance transport.
- First picking is ready 70-75 days after transplanting. Plant is vigorous growing.
- It is a very high yielding hybrid and can bear as many as 13 fruits per cluster. Some farmers have achieved a record yield of 70 tons per acre in open fields.
- It has a shelf life of 10 days.
- Seed Rate: 120-150 gms/Ha (50-60 gms/acre).



TOMATO RIO GRANDE VF

This is a new addition to our range of tomato varieties although it is an established variety in USA and Europe.

- An elongated blocky jointless variety used both for processing and fresh market.
- It's large, determinate plant produces fruits, which are slightly larger than Cal-J, very firm, with good vine storage.
- Fairly concentrated set.
- Fruits are highly coloured and have high viscosity and good soluble solids
- Resistant to verticillium wilt and Fusarium wilt races I & 2.
- Fruit weighs approximately 115gm.

STAR 7711 SWEETCORN F1 HYBRID MAIZE



- Very high yield potential
- Excellent quality ears - highly suited to repaddug
- Highly adaptable to a variety of climatic conditions
- Excellent disease resistance
- Very vigorous seedlings
- Management friendly - extended harvest period



PAN 5243 - MAIZE F1 HYBRID

A medium season high potential hybrid

- Recommended for medium to slightly high altitude zones
- Semi dent grain
- Excellent leaf disease resistance
- Multi-cobbing
- Yield potential of up to 35 bags/acre
- 120 days to physiological maturity

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