



# EASEED

## Africa's Best

East African Seed Co. Ltd.

Vol. 10

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## Research & Development update



- 140 Acres farm acquired to further facilitate R&D.
- Seed Production Department fully geared to harness technology to provide high yielding varieties and hybrids of selected crops.
- Quality Control Lab follows ISTA guidelines strictly to ensure high quality.



Annual Meeting of Top Distributors, Farmers, Ministry Officials & Researchers to share information and celebrate achievements.

18th March 2006, Sarova Panafric Hotel, Nairobi

- 1) Top customers' meet participants engrossed in the proceedings.
- 2) Mrs. Gladys Kimaru of K.K.Chiuri, Karatina expressing her happiness in being one of the top customers.
- 3) Mrs. Penina Kabiru of Farmput Agrovet, Karatina receiving her prize from Dr. E. A. Mukisira, Director, K.A.R.I.
- 4) Top customer Mr. Muneer Salim Omar of Bungoma Chemists receiving the top customer prize for 2005 from Dr. C. Kedera, M.D., KEPHIS.

## M.D's Message

Greetings from EASEED, the home of Africa's Best seeds.

Phenomenal changes are taking place in the Agriculture and Seed industry across the world and we have to gear ourselves to seize the opportunities and face the challenges.

We have strengthened our R&D department by appointing professional technical staff and acquiring 140 acres farm for carrying out in-house Breeding, Seed Production, Grow Out Tests and are also diversifying into horticulture, flower exports and tissue culture. This will promote local talent and conserve indigenous varieties for efficient food supply chain and contribute to the national economy.

Kenya's commendable presence in the international horticulture and flower market has been further boosted by the accreditation awarded to the National Regulator, Kenya Plant Health Inspectorate Services (KEPHIS) by the European Union for residual level certification for such exports, International Seed Testing Association (ISTA) for Seed testing and by South African National Accreditation Services (SANAS) for Chemicals testing.

EASEED is now in the process of strengthening and streamlining all systems and processes to comply with ISO 9001 standards.

I thank you all for your continued support.

Jitu Shah

# Field Days



**EASEED** Agronomist training farmers at Bungoma.



Demonstration plot at ASK Nakuru Show.



Nursery Plot for seedlings



Tomato Nuru F1 Hybrid at a farm in Coast.



Field day at Mpeketoni in Coast.



Asst. Min. for Agriculture Mr. Stephen Ole Ntutu visiting **EASEED** Stall at Nakuru ASK Show.



## World's Leading Knapsack Sprayers



Jacto Sprayers & Spares display, at Nakuru ASK Show.



Mr. Marcio Loretto of Jacto, Brazil training technicians at the Jacto Clinic at Farmers World, Nakuru.

### Jacto Clinics opened at the following centers:

<b>BUNGOMA CHEMISTS</b>	<b>BUNGOMA</b>
<b>CHAMTANY AGROVET</b>	<b>ELDAMA RAVINE</b>
<b>D.M. KIGO</b>	<b>NYERI</b>
<b>VETERINARY SERV.CENTRE</b>	<b>NYAHURURU</b>
<b>K.K.CHURI</b>	<b>KARATINA</b>
<b>PAKSONS ENTERPRISES</b>	<b>KERICHO</b>
<b>JOSEMO DISTRIBUTORS</b>	<b>KISII</b>
<b>HEALTHCARE FARM SUPPLIES</b>	<b>KISUMU</b>

<b>MWANGA AGROVET</b>	<b>KISUMU</b>
<b>ITETE TRADING CO.</b>	<b>KITALE</b>
<b>MPEKOTONI AGROVET</b>	<b>MPEKETONI</b>
<b>FARM PLUS</b>	<b>MOMBASA</b>
<b>ZIOCHEM</b>	<b>NAIVASHA</b>
<b>FARMERS WORLD</b>	<b>NAKURU</b>
<b>MILIMANI HARDWARE</b>	<b>WUNDANYI</b>

# Growing Carrots

Carrot is a hardy biennial vegetable grown as an annual crop. It is grown for its orange red taproots which are used as vegetable, served raw, cooked or used in juice extraction.

## Nutritional composition:

Carrots are rich in carotene, an important source of vitamin A which helps in teeth, bone formation and vision. Most nutrients are concentrated near the root surface.

## Climatic requirements:

Carrots prefer light soils, not rich in manure. Soils rich in manure give poor quality carrots as a result of forking. Cool temperatures are best as they are sensitive to high soil temperatures which cause stunting of roots giving short pale roots.

## Plant Spacing:

Carrots are spaced 30 cms between rows and thinly sowed along the drills. 4-5 weeks after germination thinning is done to a spacing of 2-3 cms between the plants.

## Fertilizer Application and watering:

Early application of fertilizer high in Phosphorous is recommended like DAP. Top dressing with CAN when the plants achieve a height of 10 cms is ideal. Late application of nitrogenous fertilizer will compromise root developments and promote vegetative growth which is not desirable. Irregular watering causes roots to crack. A proper watering regime should be set in order to maintain moist soil throughout the growing season.

## Weeding:

Carrots are known to be poor competitors, therefore, timely manually weeding or by using chemicals is appropriate.

## Harvesting:

Normally, Carrots are mature after the 3rd month of sowing. Time of harvesting is determined by intended use i.e. canning ( young roots), fresh market (medium sized roots) and dehydration ( large roots).

## Pest and Disease management:

1. Nematodes: They damage the roots leading to stunted growth. Crop rotation and use of nematicide will control the nematodes.
2. Aphids: They infect leaves which become stunted, weakened and discoloured. Care should be taken during warm conditions as the aphids multiply rapidly.
3. Carrot Fly: Maggots tunnel into the roots. Symptoms include red discolouration of leaves and reduced growth. Control: Systemic insecticides.

## Diseases:

### 1. Leaf Spot – *Alternaria daci*

Symptoms: Brown concentric spots on the upper leaf surface, ultimate browning of entire leaf causing death.

Control: Use of contact systemic fungicides.

### 2. Soft Rot- *Erwilbua carotina*

Bacterial disease which manifests itself as a soft, watery rot on roots. Serious post harvest disease, as a result of injured roots where storage conditions are damp.

**Control:** Crop rotation,

Removing infected plant materials and burning.

Cultivate on well drained soils.

Avoid overhead irrigation



## Recipe



### Carrot Sweet

1kg carrots, one and a half litre milk, 400-500 gm sugar, Cardomon powder, few Saffron flakes, few drops Orange colour (optional) 100gms Ghee.

### Method

Peel and grate carrots. Put milk and carrots in a heavy saucepan. Boil till thick, stirring occasionally. Once it starts thickening, stir continuously. Add sugar and cook further till thickens. Add ghee, Cardamon, Saffron. Stir on low heat till the mixture collects in a soft ball or the ghee oozes out. Serve hot or cold with ice-cream decorated with Almonds/cashewnuts.

By Churchill B.

# Tanzania



**EASEED** bagged the second price for overall crop display at NANENANE Show, Morogoro.



Tomato Seed Growers meet at **EASEED** Arusha

## Joakim Agrovet Mbinga



**EASEED** Stockist Mr. Joakim Agrovet in Mbinga, Southern Highland.

This outlet is one of the biggest in the area. This Stockist has been supported with regular supplies and according to the farmers the quality of the products is excellent and is well appreciated by the farmers.



Farmers with Agronomist on demo plot at **EASEED**

East African Seed (T) Ltd. proudly hosted students from Sokoine University of Agriculture, Morogoro, Tanzania for practical field skills from 29th May - 30th June 2006. The students were trained on skills of producing Vegetable Seeds and Seed Maize. The training included Farm Management, Agriculture Accounting, Pest Management, Seed Dressing & Packing, Sales & Marketing Skills.

# Uganda

AFSTA Congress held in Entebbe, Uganda in March 2006 was co-sponsored by **EASEED**



Stockists' Seminar & Field Day at Kampala

NGO's have been actively involved in agricultural extension services and supplying inputs to the interior areas of the country.

The need has been identified for more promising varieties for small and marginal farmers. We would be working on production of certified seeds for pulses and cereals in an intensive way. The regulatory authorities are more active now in educating the Seed companies to ensure that only quality seed are made available to farmers.

## Management Tips for Distributors



## PAKSONS ENTERPRISES LIMITED - KERICHO

**1. Goal setting:** You need to have a clear vision and a clear-cut objective. This way it is easy to achieve results. Based on this you will perform as per expectation.

**2. Consistency:** Being consistent means you perform specific tasks as per an expected standard consistently. This way you become dependable, reliable and predictable in all you do. It is this kind of measure that successful organizations meet. Consistency is the single most important aspect or yardstick an organization is measured to achieve the ISO quality certification.

**3. Time management:** Time is the most crucial tool in management. Using time efficiently is also the greatest challenge any organization could face. The Japanese have been able to go far due to their ability to manage time. Through their Just in Time Management principles, they have made great achievements industrially in a short span of time to the awe of many. Management Gurus have come to call this style the time Mantra. The Japanese actually WORSHIP TIME and they are so time conscious that what they do in a day can be compared to what is done in a month's time in other parts of the world.

**4. Quality consciousness:** This means being able to provide a service or product that is up to the required standard always. The initial cost of quality may be high, however producing quality products and providing quality services will yield dividends in the long run. Organizations which value quality thus have a long standing in the market place.

**5. Perfection:** Aiming for perfection is an important aspect of management. This makes one to always post better performances every time. Though this may not be achievable at all times it should always be our desire to achieve this goal.

**6. Honesty & Integrity:** Being honest and practicing integrity makes us trustworthy and reliable. There can be no single virtue that adds to our credential or credibility other than honesty.

**7. Continuous improvement:** While it is a fact that we may not be perfect or right in all we do, our efforts should be directed at improving our performance continuously. This entails accepting mistakes, correcting them, positively accepting criticism and by large being proactive.

**8. Listening:** This is an often-ignored concept of communication and management but which is very vital for every organization. For instance if customers comes to a shop with an inquiry about a certain product many salesmen fail to respond adequately due to failing to listen. "How much better to get wisdom than Gold, to Choose understanding rather than silver!"-PROVERBS 16:16

In a nutshell these are some of the few points that one can call strategies of better management systems in the current century and beyond. Notably however management practice is a largely evolving dynamic field of study. What one can do is to adapt to change as it is not only healthy and progressive but brings positive growth to many organizations. As the adage goes "Change is as good as Rest." It is only in this way that our standards of efficiency and effectiveness are enhanced.

WESLEY ROTICH, B.COM (HONS), M.B.A.  
Director



An Integrated Solution  
provider for plant protection

# Agriscope

Exclusive Distributors for Decis Tab & Storm Blocks in East Africa

# Farmer Empowerment Programme



With a vision to alleviate poverty and enhance sustainability in small farming communities, we have embarked on the first phase of Farmer Empowerment Programme (FEP) with distribution of free seed kits to a number of disadvantaged farming families in Morogoro, Tanzania. Sound agronomic practices were inducted to ensure high yields and returns.

The program encompasses not only the farming communities but also the University students in the East African region, who will be Agriculture graduates in the near future. We have set aside a budget to award Annual Top Agriculture Graduate in the leading Universities of the region. The award will be in honour of the Founder of **EASEED**, the late, **Mr. L. V. Shah** who had always envisioned Farmer Empowerment. The award will be a tool in encouraging all candidates in the Agriculture faculty to excel in their respective Universities.

With enthusiastic fresh graduates on the field and good farming practices followed by local communities, no doubt there will be improvement in sustainability of food production and major economic benefits.



**EASEED TO PRESENT  
BEST FARMER AWARD  
AT THE 2007  
TOP CUSTOMERS' MEET**

## Can Africa benefit from **GMOs?**

Reliable data on the profitability of GMO planting in Africa is limited to just South Africa, the only country in

Africa to have allowed commercial planting of any GMOs so far. In South Africa, one widely cited case in which small farmers have profited is the case of small cotton farmers in Makhathini Flats, in KwaZulu Natal.

These farmers have been allowed by their government to plant GMO cotton since 1997/98, and one study in 2001 showed that when they switched from conventional to GMO cotton they suffered less insect damage, sprayed fewer insecticides, and enjoyed an average net income gain of \$50 per hectare per season.

Kenya is the second country in Africa, where trials have been underway at the Kenya Agricultural Research Institute (KARI) on several GMO varieties of locally adapted Maize, both open pollinated and hybrid varieties. Even greater gains might come to African farmers in the years ahead, from a new "drought tolerant" GMO Maize variety currently under research.

## Vegetables & Fruits contain powerful Phytochemicals (fight-o-chemicals)- Vegetables for Health

What comes in all shapes, colors and sizes, can help prevent cancer, heart disease and obesity? The answer is not some magic diet pill, but vegetables! Yet half of the people around the world do not eat vegetables other than potatoes, beans or salad. This variety is too limited. Here are some reasons why you should add more vegetables to their diet.

### 1. Vegetables are low in Calories.

To lose weight, eat fewer calories and increase your level of activity. Using vegetables in main dishes and snacks can help you lose weight.

### 2. Vegetables are low in fat and have no Cholesterol.

A high-fat diet raises your chance of getting heart disease and some kinds of cancer. Vegetables, on the other hand, are very low in the kind of fat linked to heart disease. Many foods from animals contain cholesterol. Eating these animal products may increase the cholesterol in your blood and raise your risk of heart disease. Since vegetables contain no cholesterol, eating them can help prevent this killer disease.

### 3. Vegetables are low in Sodium.

Sodium is found in salt and many other foods. Too much sodium can cause high blood pressure in some people. Fresh vegetables contain very little Sodium. In general, frozen vegetables have more Sodium than fresh vegetables do, and canned vegetables have even higher levels. Check food labels to find foods with the lowest amount of Sodium.

### 4. Vegetables are high in Vitamins and Minerals.

Dark green and orange vegetables help protect against cancer of the throat and lungs. These vegetables contain beta-carotene, a pigment which is turned into vitamin A by the body. Foods high in beta-carotene can help prevent cancer. This group of vegetables includes Carrots, Winter Squash, Spinach, Broccoli, Sweet Potatoes and Kale.

Many vegetables are also high in vitamin C, and can help prevent cancer of the throat and stomach. Those rich in vitamin C include Peppers, Cabbage, Cauliflower, Broccoli, Brussels Sprouts, Tomatoes and Collard greens.

Some vegetables are very good sources of the mineral iron. Iron is needed to build blood and provide energy. Too little iron in the diet can cause anemia. Iron is highest in Spinach, Peas, Black-eyed Peas, Beet, greens and whole Potatoes.



# East African Seed Co. Ltd.

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