



EASEED

Africa's Best

East African Seed Co. Ltd.

Newsletter Vol. 13

January 2008



Product Launch

WHY HYBRID CABBAGE BARAKA F1 ?

For many years farmers have had to bear with the problem of stubborn diseases in cabbage growing. Diseases like black rot, cabbage yellows and cabbage ring spot have been lowering market value for their products and also escalating the cost of production. For this reason, it has become necessary that selected tolerant cabbages be introduced to

maximize returns to growers. **EASEED** is happy to launch the new **HYBRID CABBAGE BARAKA F1** which has the following special features.

- ★ High yield potential, producing blue green round compact heads weighing 4-7 kgs.
- ★ Medium maturity in about 75 days after transplanting.
- ★ Excellent field holding capacity (head takes long in field before bursting) and will not split or bolt.
- ★ Highly tolerance to Black Rot, Ring Spots and is resistance to Cabbage Yellows.
- ★ Good ground clearance.
- ★ Compact heads, better marketability and transportability.
- ★ Longer shelf life for retailers and consumers.
- ★ Highly palatable.



M.D.'s Message

Greetings and best wishes for the New Year 2008!

I take this opportunity to thank our farmers and distributors who have shown unwavering support and confidence in the company over the years and especially during the difficult times that we have been through together. We are confident that together we shall overcome the challenges and emerge stronger and more united as a country and in our core business of farming.

At our end, we promise to provide the highest quality products and services. I am very pleased to announce the release of yet another Hybrid in **EASEED** range of Top Quality Hybrids - **Cabbage Baraka F1** which among other excellent features will go a long way in giving high yields, good keeping qualities and excellent tolerance to problematic diseases and pests. I would encourage our farmers to go for Baraka F1 and enjoy better returns.

The year ahead we are committed to strengthening our ground level activities including more farm visits, field days and demonstrations in all regions in order to enlighten our farmers and distributors about **EASEED** products and good agronomic practices. We would like you to participate wholeheartedly in these events for mutual benefit.

EASEED Annual Top Customers' Meet will be held in March together with a field day.

May God bless our beloved country.

Jitu Shah
Managing Director



EASEED Agronomist with Nuru F1 farmer examining the produce.



EASEED Agronomist with Nuru F1 farmer in the field.



Profuse fruiting in Tomato Nuru F1 plant.

It was an interesting conversation with **EASEED** sales agronomist when he visited Mr. Waweru of Wanje farm, a tomato grower in Nanyuki. It is a wonderful product! he exclaimed.

Q1. A physical look at your farm reveals synchronized plantings of tomato Nuru F1 Hybrid. How did you come up with this?

A. I met one of your sales people at your Kijabe street branch outlet who introduced me to the new tomato Nuru F1 Hybrid. After trying a one gram pack, I realized the great wonders of this tomato.

Q2. What are these wonders given that you are a conventional tomato farmer?

A. One must appreciate the fact that during my first timer of the Hybrid, the company's agronomist was there for me at farm level through regular visits. I noted:

- it is determinate, early maturing coming into production in just 60 days.
- it is tolerant to soil borne diseases.
- excellent vigorous growth.
- excellent tillering ability results to high yield of 150-200 fruits per plant.
- fruit is glossy bright red color, oval shape and medium size gave it a cutting edge in the market.
- longer shelf life of up to 21 days.

On one of the market days....he paused, a supplier to Mombasa approached me to produce for him a large tonnage of tomato Nuru F1 Hybrid because of its long shelf life. That's why I have synchronized programs of Nuru F1.

Q3. Now that you have experienced how tomato Nuru F1 has changed your farming returns what message do you have for your fellow farmers?

A. Tomato farmers dream has become a reality with Nuru F1 where unit acreage is yielding more returns of upto three times as compared to other market varieties.

Hybrid Maize KH600-15A

This is what a farmer had to say to **EASEED** Sales Agronomist.

Peter Chumo of Entebes said: 'Africa's Best ' has now bred what we wanted. **KH600-15A** is sweet to roast and for flour on drying. The maize is excellent in the field with good green color, double or more cobs on strong stem that rarely lodges. On drying it droops to reduce losses through rotting. I planted twenty acres and harvested over forty bags per acre. I intent to increase acreage this season, manage it well to yield more. Bravo **EASEED** for your good work of enriching Kenyan lives.



Farmers' Page

Farmer's Question Answered



Q: I have been growing cabbages for a long time successfully until last season when I completely had no cabbage to sell. The entire crop went into bloom with long flowery seed stalk. What is the cause and how can I deal with it?

Cabbage Bolting

The problem is cabbage bolting. There are many plants in cabbage family: Broccoli, Brussels Sprouts, Cauliflower, Cabbage, Collards, Kale and Kohlrabi. Bolting mainly occurs in Cabbage, Broccoli, Cauliflower and Brussels Sprouts plants when elongated stalk with flowers grows from within the stem of the plant.

Cause

Bolting is generally associated with improper growing conditions. Cabbage grows best planted in time to head when temperatures are under, 80 degrees F (26 degrees C). High fertility, improper water conditions and heat can cause loose, puffy heads.

Cabbage bolting, or flower cabbage, is directly related to high temperature variations. If the plant becomes dormant because of extended periods of cold weather, they will often go to seed, or bolt, when growth resumes. This condition can also occur if the temperature becomes too hot. Spring planted cabbage is often seen flowering in farms during summer.

What can you do about it?

Once the elongated seed stalk has sprouted from the cabbage plant, there is nothing you can do to prevent. Typically, it is best to discard plants which have bolted entirely. When planting cabbages, be sure that you don't plant too early.

Field Days



Njabini ATC Field Day held in July 2007, was well attended and useful for training farmers on good agronomic practices.



Cabbage Baraka F1 Pre-launch field day at Illasit (Mwangi farm) Loitokitok, in December 2007.



EASEED in Uganda

ASK Source of the Nile Show at Jinja – July 2007



The Minister of Defence visiting the **EASEED** Pavilion and admiring the watermelon varieties especially Watermelon Sukari F1.

Training the Budding Agrocrats

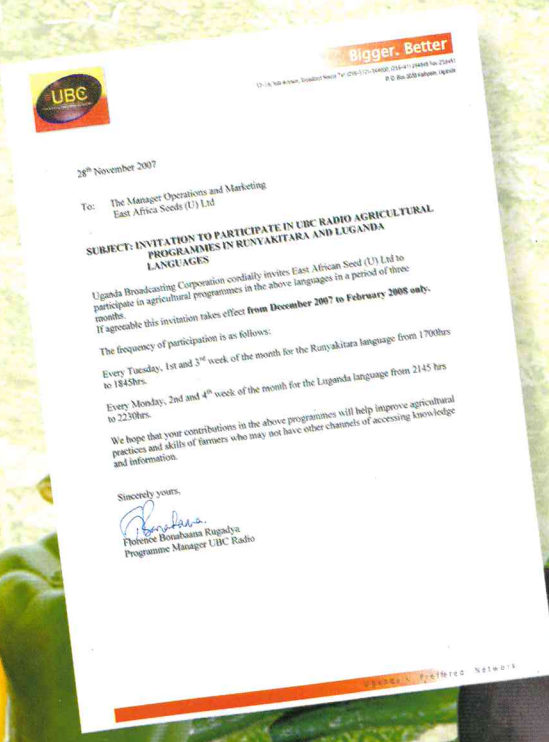


EASEED specifically focused on the students for providing the right knowledge regarding all the cultural practices and the improved varieties of vegetables. Tomato **TENGERU** was focus of attraction to them.

EASEED supports community development



EASEED has supported in distributing free seeds to the widows with HIV in Jinja -Eastern Uganda in collaboration with the NGO named "VERDE" which is affiliated to the Church of the Christ. The M.P of the region is assisting in distribution.



EASEED ON AIR

The expertise of the company was acknowledged by the **Radio UGANDA BROADCASTING SERVICES**, which invited **EASEED** for providing guidance to the farmers.

EASEED in Tanzania



Tomato seed contract growers with TOSCI and **EASEED** staff near Arusha



Students in **EASEED** stand at Agricultural Show at Arusha in July 2007



Cabbage trials at Lushoto



EASEED Chinese Cabbage - The Pride of Tanzania



An Integrated Solution
provider for plant protection

Agriscopes

Seed Trade Association of Kenya

Association marks 25 years of providing quality seeds to farmers



The PS for Agriculture, Dr. Romano Kiome (third right), STAK Chairman Jitu Shah (centre) and executive Officer Mr. Obongo Nuachae (right) with the recipients of the association's long and distinctive service awards to mark STAK's Silver Jubilee in October 2007.

As the Seed Trade Association of Kenya (STAK) marked its 25th Anniversary, it looked back with great pride at the achievements it has realised over the years. Formed in 1982, STAK is a non-profit association of seed companies registered in Kenya by the Kenya Plant Health Inspectorate Service (KEPHIS) to produce, process and distribute seeds.

STAK is run by an Executive Committee of 10 members elected every two years. The current committee is chaired by Mr. Jitu Shah with Mr. Charles Mulinge as vice-chair and Mr. Peter Francombe as the secretary, Mr. Obongo Nyachae is the executive officer.

STAK has received considerable support from the Kenya government. For instance, the association has been incorporated as a key stakeholder in the management of the seed sub-sector by the Ministry of Agriculture, STAK, KEPHIS and other seed stakeholders also participated in formulating the National Seed Policy as well as in drafting of the Seeds and Plant Varieties (Amendment) Bill 2007.

One of the major challenges is the Seeds Act that needs to be repealed to reflect the liberalised market. STAK appeals to the government to therefore speed up the publication of the Seeds and Plant Varieties (Amendment) Bill 2007 to remove the bottlenecks to smooth seed trade.



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