

EASEED®

Africa's Best

East African Seed Co. Ltd. Newsletter Vol. 16 July 2009

MD's Message



I welcome you all to the 16th edition of **EASEED** Newsletter and thank our esteemed farmers and customers in the region for the confidence, trust and commitment they have shown to us despite the harsh economic and climatic conditions that have drastically affected operations.

Year 2009 has been a difficult year due to global economic recession, low rainfall and decreased water levels, high prices of farm inputs, food security and seed availability challenges. To this end, I must thank our governments in the region for realizing the importance of agriculture as the backbone of our economies by investing more in agricultural activities like irrigation, infrastructure, extension services and provision of farm inputs to farmers. We in **EASEED** will always partner with the government authorities towards realization of food security and better incomes for our farmers through provision of high quality seeds and other support services at all levels.

Our investment in research is yielding very positive results and I wish to once again assure our farmers that **EASEED** has developed new hybrids tailored to meet local market needs like weather, disease/pests/drought tolerance, and high yields. This year alone, our new indeterminate tomato variety Bingwa F1, Cabbage Zawadi F1, and high altitude Maize KH600-15A have won the hearts of our dear farmers in various aspects.

Sweet Pepper Yellow Gold F1, mid-altitude Maize variety KH500 - 43A are now ready and I urge our farmers to take advantage of these new releases and reap the benefits.

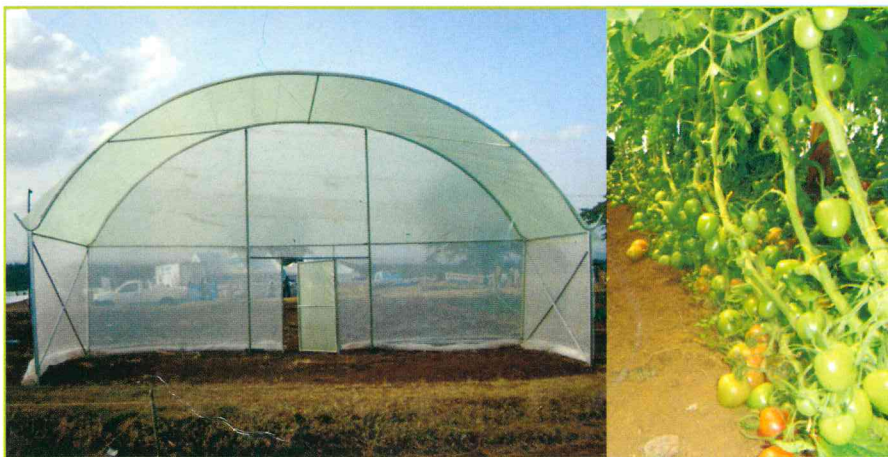
We have also intensified our field activities at grassroot levels because we believe that the task ahead is not greater than the power behind us and that only the best practices will benefit our farmers.

Thank you.

Jitu Shah
Managing Director



"Promoting Modern Technologies in Commercial Farming"



With diminishing factors of production like land and water, **EASEED** is leading the way in adoption of modern technologies by farmers for optimal returns. Greenhouse technology now widely being adopted as the way forward by farmers has proved very economical in terms of water (moisture) retention, disease and pest management, hence reduction in amount of chemicals used. The technology has further contributed to high crop yields of top quality.

With water becoming a very scarce commodity, drip irrigation ensures efficient water use by the crop as well as reducing incidences of weeds which compete with crops for vital nutrients. **EASEED** is also encouraging and training farmers on various ways of harvesting rain water and utilizing it for positive use.

EASEED has introduced high value crops like Tomato Bingwa F1 (an indeterminate variety), Pepper Yellow Gold F1 (Yellow Sweet Pepper), Cucumber hybrid variety among others to farmers venturing in this sector. With our strategically positioned offices and agronomists, we continue delivering advanced technologies to empower farmers. With land available for agricultural activities slowly diminishing due to factors like human settlement, global warming, decreasing water sources and escalating desertification, we encourage farmers to venture in these new farming technologies for economic returns.

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Product News

New releases from **EASEED**[®]

Pepper Yellow Gold F1

Early maturing variety taking 65-75 days

Produces a 4-cubed blocky fruit with a thick wall

Has excellent keeping quality

Fruits turn from green to shiny yellow on maturity

Fruits weigh 150 - 180gm



Cabbage Zawadi F1

Great release for farmers; notes Mr. Njenga wa Hannah a prominent cabbage farmer from Githunguri for **Cabbage Zawadi F1** from East African Seed Co. Ltd. He notes that **Zawadi F1** is a very compact cabbage suitable for long-distance transport with a very appealing bluish green colour. Its uniformity in growth is just amazing and so is its tolerance to problematic diseases like downy mildew and black rot. He encourages other farmers to go for **Zawadi F1** because its field holding capacity is unchallenged.



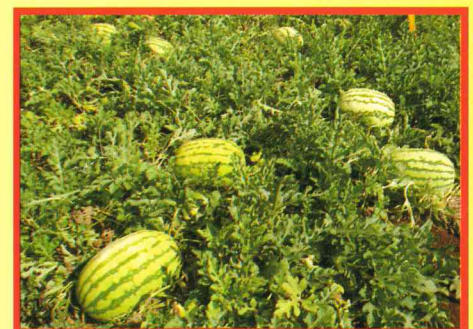
Maize KH500 - 43A

After the successful release of hybrid Maize KH600 - 15A for high altitude areas, **EASEED** is proud to announce the release of hybrid maize **KH500 - 43A for mid altitude areas**. KH500 - 43A is an excellent double clobber, with tightly packed flint-like grains giving 30-40bags/acre. It is highly tolerant to maize streak virus and has a good husk cover to prevent rotting. KH500 - 43A is an early maturing variety (120-150days) and is recommended for planting in coffee growing areas in parts of Rift Valley, Central, Eastern, Nyanza and Western Kenya.



Watermelon Sukari F1

The adoption of Sukari F1 hybrid has been excellent. Farmers are impressed by its blocky oblong shaped fruits weighing 7-12kgs. Sukari F1 has exhibited high tolerance to most common diseases affecting cucurbits. The high TSS (12-13%) and good granular structure has made the variety one of the most sought for in the market. Most farmers have recorded yields of 25-35 tons/acre.



EASEED® Events



EASEED golf sponsorship at Sigona Golf Club - Nairobi



STAK members undergo a training of machine seed cleaning and grading at **EASEED** factory



Farmers admire Cabbage Baraka F1 at Matuguta in Githunguri



STAK members taken through seed processing processes at **EASEED** factory



Braeburn Academy Kids Day Out at Silver Oak Farm (**EASEED**) - Thika



EASEED agronomist training distributors, stockists & farmers at the company's Silver Oak farm - Thika



Mr. Habonimana Fidele, **EASEED** distributor Burundi, receives a prize from Mrs. Nima Shah during TCM 2009



The MD PCPB, Mrs. Gladys Maina addresses guests, farmers, stockists & distributors during 2009 Top Customers Meet - Thika

EASEED® In Uganda

1.1 JACTO CLINICS HAVE STRONGLY KICKED OFF IN ALL REGIONS OF UGANDA



The Jacto spray pump is becoming more and more popular with the Ugandan farmers. Those with it claim to have used it for more than six years without major problems. It has been recommended by Engineering Department of NARO as the most suitable for the Ugandan farmer.

1.2 FARMERS' CORNER

Victor Arion a farmer in Soroti and a research officer with NACCRI had this to say about Watermelon Zuri F1:-

I have tried the high quality Watermelon seeds from **EASEED** and they have proved their worth. I was able to export Watermelon Zuri F1 to Kenya and got good money. I greatly appreciate the agronomic advice extended to me by the company and encourage all farmers to take advantage of the high quality seeds from **EASEED (Africa's Best)** to increase their income. Their newly introduced Water Melon Zuri F1 is bigger than Sugar Baby, excellent flesh quality, high sugar content, disease tolerant and yields much higher. I therefore, advice farmers to try these new technologies for higher returns.



1.3 EASEED'S Farmers Groups linkages



EASEED is focused on working with various active farmers groups to produce very high quality seed, through the utilization of advanced technologies that are disseminated by its highly qualified staff for food sustainability in Uganda. Some of the groups that we are greatly indebted to are; CEDO, VEDCO, MADFA, MBADFA, MUBUKU, MUDFA and SODFA among others.

1.4 New Varieties on Trial in Uganda

EASEED (U) Ltd has been endeavoring to breed, test and disseminate improved and modern technologies to farmers in Uganda and the wider Great Lakes region. These include new OP and hybrid varieties such as;

- Maize Longe - 8H and Pan 67 and 77
- Cabbage Hybrids like Baraka F1, Zawadi F1, Haraka F1 and Globe Master F1 among others.

1.5 UPCOMING EVENTS

1. Stockist Seminars - Mbarara August 2009
- Mbale September 2009
2. Stockist Seminars - September & October 2009
3. Major field days for new products across the country - September & October 2009

EASEED® In Tanzania

In a bid to fight hunger and increase production at farmer level, **EASEED** Tanzania in collaboration with AVRDC has come up with a plan to introduce to our farmers a high yielding open pollinated tomato variety, **Tomato Meru**.

The variety has excellent characters to suit a wide range of ecological zones. The characters include;

- Drought tolerance, disease and pest resistance especially early and late blight diseases.
- **Tomato Meru** is an indeterminate variety that requires staking and thus high yields. The fruit weigh from 110gm - 140gm.
- Fruit pulp is intense which allows for prolonged storage of about 21 days shelf life.
- Has high yield potential of 18-20 tones per acre.
- This variety is early maturing, good quality and shape which makes it very suitable for both local and distant market.
- Required plant spacing is 60 x 45 cm, or 60 x 60cm.

We urge all our farmers to take advantage of this new release and reap the benefits.

TOMATO MERU



Newly Released Tomato Meru now available for sale from **EASEED (T)**

UPCOMING EVENTS

- Nane Nane Agricultural Show (TASO) - August 2009 - ARUSHA NORTH REGION
- Nane Nane Agricultural Show (TASO) - August 2009 - MOROGORO (EAST REGION)
- Farmer's day - Illula - August/September 2009
- Farmer's day - Mang'ola - August/September 2009
- Field day Moshi - August/September 2009
- Field day Lushoto - August/September 2009

Health Tips

- Broccoli is well established as one of the major anti-cancer foods
- People who eat an abundance of broccoli have fewer cancers of the colon, breast, cervix, lungs, prostate, esophagus, larynx, and bladder.
- It contains indoles, which can help inactivate harmful estrogens that can promote the growth of tumors, sulforaphane, which stimulates cells to produce cancer-fighting enzymes, and beta-carotene, another cancer fighter.
- It contains some 3% of protein and is one of the richest vegetable sources of calcium, iron and magnesium. Moreover, broccoli is very rich in vitamins A and C, exceeding even oranges in the concentration of the latter.
- It can be eaten raw in salads or with dips, or it can be steamed and eaten as it is, or served with a lightnut, or similar sauce.
- It is a super source of chromium that helps regulate insulin and blood sugar.
- It is extremely strong in anticancer activity, particularly against lung, colon, and breast cancers.
- However, broccoli is one of the leading intestinal gas producers. To reduce its gas production, eat broccoli with ginger or garlic.



Agriscope

Agriscope (Africa) Ltd.

Agriscope (Africa) Ltd., a fully owned subsidiary of East African Seed Co. Ltd., has excelled in offering crop protection products while safeguarding human health and the environment.

Our range of products including alphascope 10EC (insecticide), Concord 20SL (insecticide), Verkotin 1.8 EC (insecticide), Vegimax (organic foliar feed) have added value to farmers by exhibiting high efficacy. Farmers have recorded value for their money in pest management and foliar fertilizer while maintaining international maximum residual level requirements, thanks to Agriscope (Africa) Ltd.

Agriscope has intensified farmers training all over the region through our qualified Agronomists. It is our cardinal believe that despite giving our farmers the best, we should ensure they make the best and informed use of our products.

New products to be released soon:-

Magic 50EC (insecticide), Swift 5% EC (insecticide), Topaz 25EW (fungicide), and Willosate 360 SL (herbicide)

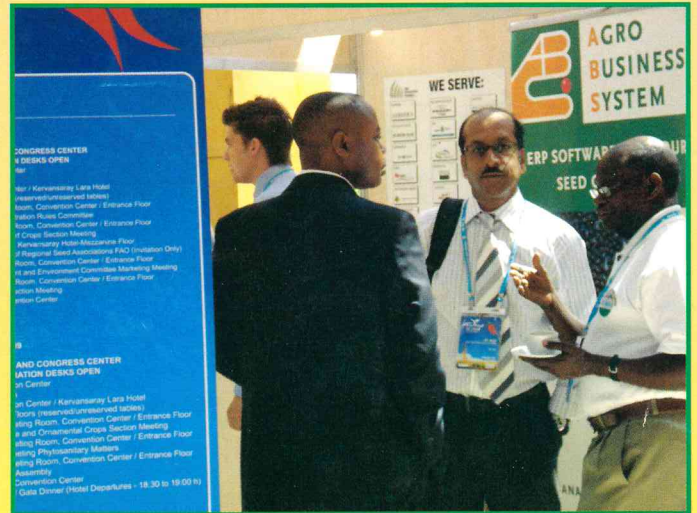


Farmers training at Silver Oak Farm - Thika 2009

International News



EASEED MD Mr. Jitu Shah (second from left) with his wife, Mrs. Nima Shah are joined by AFSTA Secretary General Mr. Justin Rakotoarisaona and ISF Secretary General Dr. Marcel Bruins during AFSTA Congress - Cape Town South Africa March 2009



STAK Chairman Mr. Jitu Shah (Centre), STAK Executive Officer Mr. Obongo Nyachae (Right) & STAK Vice-Chairman Mr. Charles Mulinge during the ISF Congress - Antalya Turkey May 2009



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