



EASEED®

Africa's Best

East African Seed Co. Ltd.

Newsletter Vol. 17 February 2010

Harness Successful Farming with improved inputs from EASEED



With varying market fluctuations farmers express that they do not find market for their produce or get good price while selling. There are several factors that farmers should consider when growing commercial crops. However, these factors vary from one market to another. Nevertheless, there are general factors which cut across all markets.

Product shape is a unique factor that is very crucial especially in tomatoes. Over 90 % of the consumers require a tomato that is oval in shape e.g. Tomatoes Rio-Grande, Nuru F1 and Bingwa F1. Product taste is another factor that should never be ignored. This is more so in fruits and other fruit vegetables. For example, in watermelons, consumers always look for crispy granular textured fruits with high sugar content, eg. Zuri F1 and Sukari F1. In addition sweet tasting maize especially for roasting purpose and flour is very important requirement of the consumer. Varieties of maize KH 600 - 15A and KH 500 - 43A are good examples that meet this market need.

Size of the product is also a determining factor of your target market. For example, in cabbages large families and institutions like schools, hotels e.t.c would prefer big cabbages like Cabbage Baraka F1, Fanaka F1 and Zawadi F1 which also fetch good market prices because of their big sizes. If your target cabbage market is for small families, Cabbage Haraka F1 is small size cabbage which weighs about 1.5-2 kg is most suitable.

Market prices are also determined by supply and demand status of the products. For this reason, when you get your products early in the market before there is an oversupply of the same product you are likely to get more returns. It is therefore good to plant early in the season or plant early maturing varieties in order to get into the market early, e.g. Haraka F1, Sukari F1, Yellow Gold F1 are relatively early maturing hybrids to meet different market requirements. Finally, good colour and texture are the factors most consumers consider while buying. Deep and shiny colours are preferred in sweet peppers. Sweet pepper, Yellow Gold F1 is a perfect example for this market segment.

MD's Message



Welcome to the 17th edition of **EASEED** Newsletter and my best wishes for the year 2010. I wish to extend my sincere thanks and appreciation to our esteemed farmers, distributors and customers for the continuous feedback we are receiving from you through emails, telephone calls and letters. This feedback has triggered our improvement and growth in service delivery and quality products. I express it with great pleasure our distributor's performance in 2009 and hope 2010 will witness even better results.

We have all learnt lessons from the hardships experienced in 2009 with global economic recessions, change in weather pattern inflation, food insecurity and seed shortages. I must sincerely thank our Governments in the region for the emphasis being given for environmental conservation, harmonizing laws governing seed trade, infrastructure development and irrigation for sustainable agriculture.

It is now apparent that the future of most emerging economies lies in their small and medium enterprises where Agriculture plays a key role. **EASEED** will this year gear towards realization of this noble goal through more investments in research for new hybrid varieties tailored to meet local conditions like tolerance to drought, pests/diseases and increased productivity. Every step in the process is taken keeping in mind customer satisfaction which forms our principle goal.

There has been very positive feedback from farmers who are continuously planting high altitude **Maize KH 600 - 15A**. Our new release **Maize KH 500 - 43A** will prove wonders for those farmers in transitional to mid altitude areas. Cabbage **Fanaka F1** and **Zawadi F1** have shown excellent results. Tomato **Nuru F1** "Improved" is also another development in ensuring our commitment towards farmers' dreams in the region. As water melon demand grows in the local markets, **EASEED** will ensure continued effort to introduce improved hybrids in present and new market segments. eg. **Crimson Sweet** and **seedless Watermelons**.

Our interaction with farmers will go a notch higher in 2010 through intensified grass root activities like demonstrations, field- days and farm visits. My sincere appeal to all is to partner with us to be enlightened about our products and best agronomic practices for better returns.

With increased consumer awareness, market preferences and need for optimal utilization of scarce resources like land and water, only top quality products will position themselves to meet the demand. In a bid to meet the aspirations of our customers, lot of efforts are put in research, product development and market intelligence.

Once again I thank you all and wish you a very successful year 2010.

Jitu Shah
Managing Director

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Product News

New releases from EASEED®

CABBAGE FANAKA F1



- Cabbage Fanaka F1 is a very compact cabbage with a very appealing bluish green colour and very high growth vigour.
- It is highly tollerant to most cabbage diseases and its uniformity in growth is guaranteed.
- Has shown exemplary good performance in areas where Gloria F1 used to be the only suitable variety.
- Average head weight is 5kgs
- Maturity is 75 days.

CABBAGE HARAKA F1



- Cabbage Haraka F1 is a very early maturing cabbage taking 55-60 days to maturity after transplanting.
- Suitable for urban market consumers requiring cabbage heads of about 1.5-2 kg.
- Spacing is much closer (30cmx45cm) hence more plants per unit area.
- Highly tollerant to most cabbage diseases and performs well in many agro-ecological zones.
- Get into the market earlier and release your farm earlier by choosing Cabbage Haraka F1.

FRENCH BEAN DUCATO



- French Bean Ducato is a superior variety suitable for local and export markets with excellent yield and pod quality.
- It is a fine bean with the following attributes.
 - Pod Colour - Dark Green
 - Pod Size - 13-14cm
 - Pod shape - Round
 - Maturity - 50 days
 - Yields - 12 mt/ha
 - Class - Fine bean
 - Plant Height - 40-45cm
- French Bean Ducato is tollerant to Bean Common Mosaic Virus (BCMV) and Anthracnose.

EASEED® Events



Good nursery management is essential for good crop start. **EASEED** agronomists offer such training to farmers.



Hybrid seed production of Maize KH 600 - 15A in Kitale Farm.



Proud farmers with Water melon Sukari F1 in Marighat



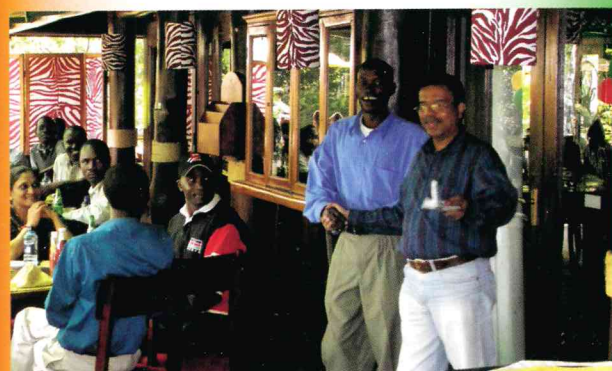
EASEED Staff with Tomato Rio Grande farmers in Loitoktok during a tomato grading exercise.



Cabbage Fanaka F1 in a farm in Naivasha.



Carrot Nantes farm in Mau Narok.



EASEED staff at a company Luncheon.



EASEED Management Staff at a strategic meeting in Naivasha.

EASEED® In Uganda

EASEED excels at Jinja International Agric. Show 2009



EASEED has grown from humble beginning to greater heights in Uganda. This was exhibited at the Jinja Agricultural Show where we demonstrated advanced seed technology at affordable prices. New Tomato varieties Tengeru, Bingwa F1, Nuru F1; Cabbages like Baraka F1, Fanaka F1, Zawadi F1, Haraka F1; Hybrid Maize Longe 8H and Longe 5 were a great attraction to the farmers.

EASEED helping farmers to start income generating enterprises



In its effort to embrace social responsibility, **EASEED** has embarked on a pilot project to mitigate on the effects of rural poverty through the initiation of Nursery Seedlings Business. This has taken root in most parts of the country and farmers are now rediscovering their role in the fight against poverty. Farmers in Kabale, Kisoro, Mbale and Wakiso districts have drastically changed their way of life from seedlings business and are grateful that **EASEED** has pioneered this.

EASEED scoops top 100 medium sized company award



In a recent exercise in grading the top 100 medium sized companies in Uganda **EASEED** (U) Ltd. emerged among the best in the list.

EASEED (U) Ltd. GM, Mr. Shankar (on the right) displays the award.

KH600-15A curves its own market niche in Uganda



EASEED's hybrids are increasingly becoming the demand varieties for the Ugandan farmer. Longe 8H and the yet to be released highland superior KH 600 - 15A hybrid maize varieties have already become the talk of the day among our esteemed farmers in most of the regions in Uganda. We assure our farming community that we are working round the clock to ensure that these varieties are available in the shortest time possible. Bravo farmers for your timely feedback. A demonstration of KH 600 - 15A in a farm shown on the left.

EASEED embarks on impacting the farmer through ground level training



At **EASEED**, we believe that rural poverty can be scaled down drastically if the farmer adopts the recommended technologies. We are committed to articulate the basic modern farming practices for improved yields. We train the farmer on land preparation, nursery management, weeding, crop protection, harvesting, post harvest handling and marketing aspects. This has made **EASEED** a "Farmer's Home".

EASEED believes in the empowerment of human resource through training and mentoring



Training has revitalized the thinking, motivation and career development of our staff to actualize themselves along with the company's exponential scale up. We value and promote professionalism to develop greater career pathways to desirable personnel development.

EASEED (U) staff after a motivational training session at a Kampala Hotel.

EASEED® In Tanzania

TANZANIA DISCOVERS HYBRID VEGETABLE SEEDS (MBEGU CHOTARA).



EASEED Sales Agronomist and Marketing Manager explaining to farmers about Tomato Bingwa F1 on a demo plot at Mbeya, Uyole village.

Farmers feel Tomato Bingwa F1 is very vigorous in growth with heavy fruit setting.

The farmer, Mr. Weida Tendo says there is no doubt he will get bumper harvest.

Climate change, high cost for agri-inputs, demand for quality produce and value for products, are just some of the challenges facing Tanzanian farmers. Due to this, change to high yielding crop varieties is inevitable. Hybrid seeds have come in handy to meet this timely need. Mbeya, Tarime, West Kilimanjaro, Same and Lushoto farmers have recently converted to hybrid vegetable seed farming due to high yields, better disease tolerance and high quality produce among other benefits. **EASEED** has embarked on a rigorous hybrid campaign in the region to help farmers reap maximum returns from their farms.



Tomato Bingwa F1 has come in handy to meet this need at Mbeya as Cabbages Baraka, Zawadi, Fanaka, Haraka and Tomato Nuru storm other regions.

Meet our stockiest Mr. Frank of Suri Agrovet. He says thanks to **Africa's Best**, you have finally remembered the Tanzanian farmer by introducing superior hybrid seeds.

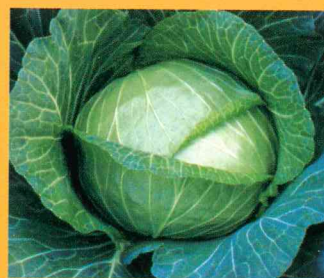
Hybrid Product Range For Tanzanian Farmers.

Cabbage Baraka F1



- Maturity 75 days
 - Tolerant to ring spots, black rot
 - uniform maturity
 - high yields.
- Recommended for West Kilimanjaro, Lushoto, Tarime, Morogoro, Mbeya and Njombe.

Cabbage Zawadi F1



- Maturity 90-100 days
 - Good disease tolerance
 - High yield
 - Resistant to bursting
 - Large heads
- Recommended for Mbeya, Njombe and Same areas.

Coming soon!

- Hybrid watermelon sukari F1
- Hybrid watermelon Zuri F1
- Hybrid Pepper yellow gold F1
- Hybrid Maize KH600-15A.

Agriscope



VEGIMAX MICRONUTRIENT SUPPLEMENT

Vegimax is an organic plant food supplement that improves quality, yield and appearance of flowers, fruits, vegetables and field crops.

Vegimax works naturally and safely because it is produced through the natural fermentation of plant products. The organic ingredients and fermentation process produce a highly effective combination of micronutrients that all plants need for healthy growth.



Vegimax replaces the missing essential micronutrients in growing plants, producing higher yields, healthier plants and attractive product.

Vegimax is your natural choice for micronutrient supplement.

International News



APSA provides the easiest access to the most dynamic region in the global seed industry.

APSA's mission is to provide sustainable agriculture through the production and trade of international contacts to help promote business and ease trade

It provides an excellent opportunity for its members to develop a wide range of international contacts to help promote business and ease trade.

EASEED MD, Jitu Shah attended the November 2009 APSA congress in Thailand.



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