



# EASEED®

## Africa's Best

East African Seed Co. Ltd. Newsletter Vol. 19 January 2011

### MD's Message



I welcome you all to the 19th Edition of **EASEED** Newsletter and best wishes for the year 2011. My sincere thanks and appreciation to our esteemed farmers, distributors, stockists and business partners for the support witnessed in 2010 and the enthusiasm to make it even better in 2011.

Our distributors' performance in 2010 was quite impressive and the overwhelming farmers' loyalty to **EASEED** brand despite the many challenges facing the seed industry.

Frequent crop failures, poor market linkages and seed shortages are the major challenges facing the industry. The intervention by governments has been quite commendable with long term measures like water harvesting, value addition and storage getting the main focus. **EASEED** is working closely with other stakeholders in the industry to provide suitable market information and linkages to farmers so that the farming enterprises are economically viable.

We are now in the process of total backward integration so that seed requirements by farmers are produced in-house in different countries. Research & development and seed production centres have been set up in different locations to fulfill the promise of delivering top quality value added crop varieties tailored to meet local conditions like tolerance to drought, pests/ diseases and high yields.

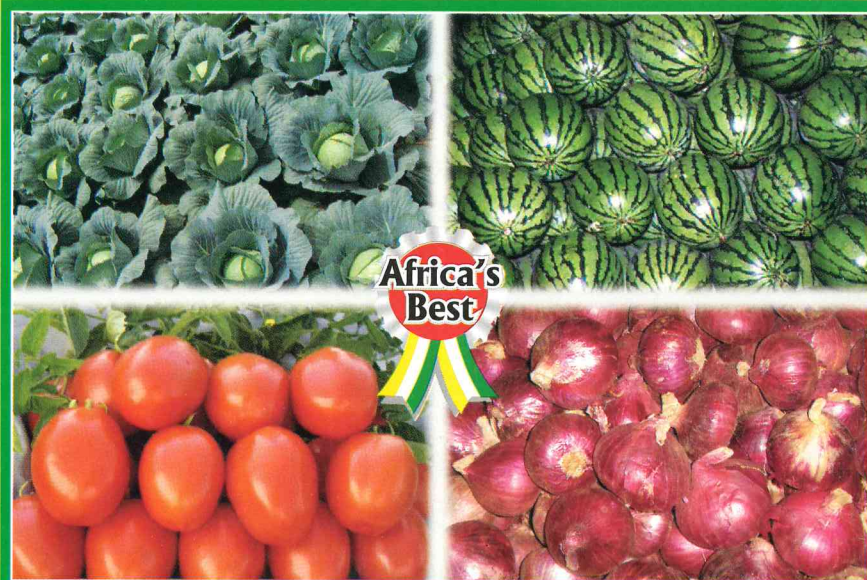
We have lined up a number of activities in 2011 in an effort to reach more farmers across the region pursuant to our vision of being a world class Seed Company offering innovative farming solutions at all times. Our efforts to diversify our regional representations and latest releases in various products continues to endear farmers vibrancy on the farms as is evident from shifts to efficient and superior products. **EASEED** is working hard together with other stakeholders as focus shifts to emerging technologies and changing consumer needs/preferences.

Thank you and wish you all a very successful year 2011.

JITU SHAH  
MANAGING DIRECTOR.



## Seed For Food Security



The key challenge in Africa today is to increase food security for the ever increasing population. Seed companies have endeavored to provide and increase the quality of seeds used by farmers particularly for the hybrid varieties. **East African Seed Company** has been on the forefront since 1972 in making the dream of every farmer a reality. Having been in the seed industry for many years, **EASEED** has vast understanding of the farmers challenges and it is for this reason that we have developed seed varieties that meet the requirements of all farmers. We have put into consideration several factors that affect production thereby helping farmers in realizing their dreams and containing food insecurity. With maize being the leading staple food for many families, it is therefore very important for farmers to be aware of the factors that will enable them realize high production with minimum input cost.

Unpredictable weather patterns occasioned by effects of global warming, environmental degradation and lack of proper water harvesting structures have greatly affected maize production with many farmers depending on rain. Conserving the environment, right choice of seed variety suitable for respective ecological zones, and good crop husbandry will be crucial in attaining a permanent solution.

Through intensive campaigns and sensitization to farmers by governments and related institutions to adopt integrated modern farming techniques and environmental conservation methods, growth in farm output has been witnessed. **EASEED** is leading from the front in sensitizing farmers on factors ranging from selection of right varieties to crop husbandry.

Maize harvest is directly proportional to the choice of seed variety planted. Hybrid maize seeds have recorded outstanding performances in growth vigor, disease and pest tolerance and higher yields. **EASEED** has introduced hybrid maize KH600 - 15A for high altitude areas and hybrid maize KH500 - 43A for transitional zones. We are committed to offering innovative farming solutions to farmers while also engaging a collaborative approach with other stakeholders.

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**EASEED® building trust, relationships and prosperity..**

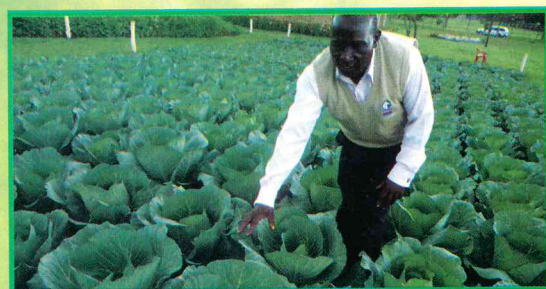
# Product News

## New releases from **EASEED®**



### **CABBAGE FANAKA F1**

- Heads are firm and flat round weighing about 5kgs.
- This is a high yielding variety for fresh as well as processing markets.
- Leaves are blue-green in colour with a thick waxy layer and good flavor.
- Ready for harvesting in about 75days.
- It has very good heat tolerance and excellent tolerance to splitting and bolting (good field holding capacity).
- Performs much better than others in the same class.



### **CABBAGE BARAKA F1**

- High yielding bluish green round heads.
- Weighs about 4-6Kgs.
- Matures in 75days.
- It has good field holding capacity.
- High tolerant to black rot, ring spot and cabbage yellows.
- It has good ground clearance.



### **TOMATO NURU F1**

- This is a determinate early maturing hybrid with excellent vigour.
- Fruits are oval, weighing about 100gms with a very attractive red colour.
- Fruits are glossy and are attributed with superior firmness, and can withstand long distance transportation.
- The fruits have a long shelf life of over 3 weeks.
- Yield potential 25 tons/acre.



### **WATERMELON SUKARI F1**

- Medium to early (90 days) hybrid with good fruit setting ability.
- Fruits are blocky oblong in shape with an average fruit weight of 8kgs; some may grow up to 12kgs.
- The rind is light green with dark green stripes.
- The flesh is deep crimson with good granular texture and high TSS (12-13%).
- Has good transport and keeping qualities.
- Yields upto 25-35 tons/acre.



### **WATERMELON ZURI F1**

- Round fruit weighing upto 12kgs
- Strong rind with an attractive fade resistant dark green colour.
- Granular texture; bright red flesh contrasts nicely with small black seed with a well defined flesh-rind boundary.
- Superb eating quality; flesh is sweet, solid and delicious.
- Compact vine which is resistant to some strains of Fusarium.
- Compared to Sugar baby, it has better external colour retention.
- Improved quality and more uniform and total yield.
- Yields upto 25-35tons/acre

# EASEED® Events



Demonstration for proper nursery management; a crucial factor in determining output



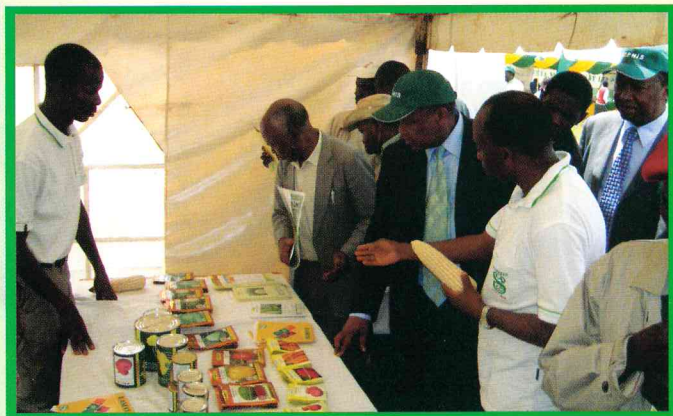
Inspection of seed production farm at Silver Oak Farms - Thika



**EASEED** stand at A.S.K. Show, Nakuru



Excellent Cabbage Fanaka F1 farm in Nakuru



Agriculture Secretary, Dr. Wilson Songa at **EASEED** stand during KEPHIS Kitale field day



Farmers field day in Arusha



**AgriScope** field day in Mpeketoni

Healthy potato field sprayed with **Vegimax**



**EASEED** stand at Kitale A.S.K. Show

# EASEED<sup>®</sup> In Uganda



**EASEED** Uganda office demo plots



**EASEED** stockists training seminar in Kampala



NPT Sunflower trials at Nyero Village - Kumi



Farmers training in the field

## Biodiversity

The rich variety of plants and animals, known as biodiversity, is the foundation for sustainable agriculture and a healthy environment. Loss of biodiversity makes ecosystems more vulnerable to changes in the environment, with lower genetic diversity and fewer species to support fundamental ecosystem functions such as pollination.

Agriculture is the major user of land globally. Managing this land for food and fibre production inevitably has an impact on the native biodiversity. The intensification of agriculture, to satisfy the demands of an ever increasing world population, has increased the pressure on both flora and fauna.



Land preparation for farming



Farm ready for planting



French Beans grown in the field



Modern farming - green house farming

Striving for the right balance between commercializing productive farming and protecting the environment is one of the principal goals of sustainable agriculture. **EASEED** strives to work together with other stakeholders to research, develop and promote farming systems that both protect and enhance the environment and biodiversity.

Many initiatives have been developed that clearly demonstrate the opportunities for farmers to balance economic and efficient food production with environmental management to promote biodiversity.

Proactive environmental management of non-food producing areas, such as field margins and set-aside, can mitigate the effects of agriculture. If managed effectively, environmental management will turn back the clock for lost biodiversity – with little or no loss to farm productivity.

Sustainable agriculture, for example, increases soil organisms providing new food sources to support farmland, showing that economic farming and environmental protection can coexist in the same field. Improving soil structure by reducing tillage, creating diverse habitats in field margins and other non-productive areas will all benefit biodiversity.

# EASEED<sup>®</sup> In Tanzania

## KILIMO BIASHARA (FARMING AS A BUSINESS ENTERPRISE)

**EASEED** is committed to helping farmers achieve their goals by providing quality agri inputs and extension services. The following factors are important in ensuring successful farming results:

1. **Market**

It will be important to identify your customers and their needs; who they are, where they are, what are their requirements, and when they need the product. Try to understand their purchasing power and patterns. This simple research will help you identify the right product for the right customer hence you can easily sell your product and make profits.

2. **Capital**

This will enable you to get all required resources for production on time.

3. **Land and water**

Select land in the right climatic conditions for the crops you intend to grow. The land should be near a clean and fresh as well as permanent source of water and both must be free from pollution by waste, salts, plastic materials, glass particles e.t.c. It is important to carry out soil and water analysis to determine nutrient deficiencies and PH levels.



**EASEED** maize trials evaluation in Morogoro



Farmers following through a field day on tomatoes

4. **Quality seeds and inputs**

The use of certified seeds ensures high quality and high productivity of your crops. **EASEED** is committed to offering high quality seeds to all farmers through our well established distribution channels.

5. **Records**

Records are the key to any business. With records, you can trace your activities, measure growth and make important decisions. Keep records of farm history, expenses, growing patterns, crops and varieties, inputs, pesticides, customers, yields per acre per variety, prices, sales, weather and any other record of importance. Farm history will enable you carry out proper crop rotation and soil fertility management. To determine profits, which is the ultimate goal of any business; this simple formula can apply:

**TOTAL REVENUE – TOTAL COST OF PRODUCTION = NETT PROFIT.**



**EASEED** tomato field demo plot in Arusha



Greenhouse technology farming

# Agriscope

**Agriscope** starts the year with a big transformation. Its highly effective agrochemicals have gained trust amongst the farming communities and its popularity is growing every day. **Agriscope** boasts of a strong team of sales agronomists who have professional qualifications and are playing a key role in transforming lives of farmers through their excellent extension services. One of its key products, **Vegimax**, is an organic foliar feed which contains vitamins, amino acids and essential trace elements and has been widely accepted.

Best results are always achieved when Vegimax is used with NPK especially when it is supplied to crops through basal fertilizers such as D.A.P, C.A.N and other NPK formulations. We have added to our list of new products Willosate 360 SL, Topaz 25 EW and Swift 5 EC, all of which are available from our distributors.

We are currently in the process of expanding our storage and establishing a repacking unit. This will be a big boost to **Agriscope** fraternity and customers at large since we shall be able to have customized packaging units as required by our customers.



Agriscope range of Agrochemical products



Farmers go through disease/pests identification during field training



Farmers field day in Ravine

## International News



**Syova**  
Innovation - Value - Progress

**APPOINTED  
DISTRIBUTOR**

Selected Top Quality Seed Varieties

**Syova**

**Tomato Nuru F1**

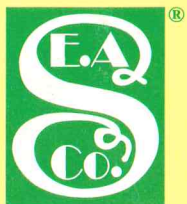
Selected Top Quality Seed Varieties

**Syova Seeds** is the premier source of high quality seeds and innovative farming technologies. **Syova** is a young company but it stems from an Agricultural tradition dating back 38 years of experience in seed research, development and marketing.

**Syova** is located in Nairobi, Kenya and serves to actualize Value, Innovation and Progress to all farmers of the world.

In the next few months, **Syova** will be recruiting dedicated country and regional distributors who have already established infrastructure for seed sales and distribution to ensure on time delivery of our products and services to farmers.

For more details please contact: [sales@syova.com](mailto:sales@syova.com)



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