



EASEED®

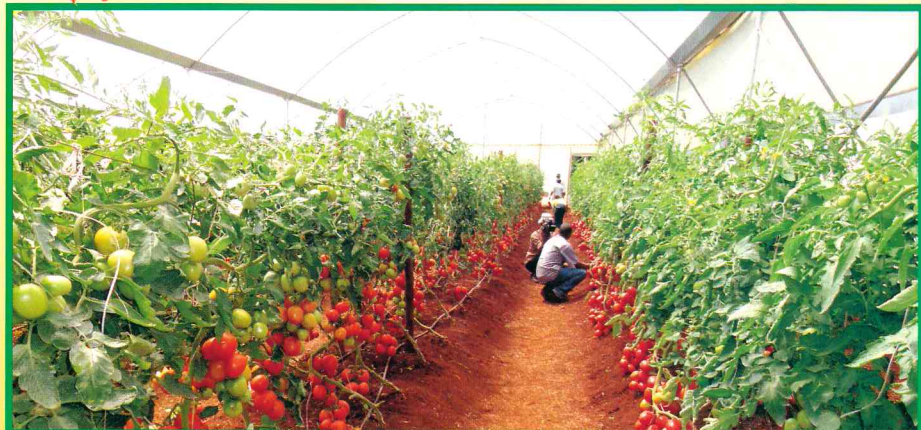
Africa's Best

East African Seed Co. Ltd. Newsletter Vol. 20 July 2011

MD's Message



GROWING MORE WITH LESS WATER



Access to safe water plays a pivotal role in sustainable development, including food security and poverty reduction. More food can be produced with less water and to meet this challenge, governments, NGOs, and public-private partnerships should facilitate implementing available technologies to enable efficient water management for food production and environmental protection. **EASEED** has been in the forefront in training and implementing various water conservation technologies to farmers in a bid to curb food shortages caused by drought, as a result of unreliable rainfall, environmental degradation and other effects of global warming.

Some crop enhancement products improve the plant's ability to manage water stress by greatly expanding root growth; for instance use of Vegimax (Biostimulant- helps deliver needed nutrients to the roots in times of water shortage.), while other technologies reduce the plant's loss of moisture through the leaves.

Use of herbicides has an added advantage of replacing ancient technology (the plough) enabling minimum-tillage agriculture, which keeps the soil structure more intact thereby holding more water and reduces surface run-off. More efficient ways to irrigate land save significant amounts of water. A lot of water used in irrigation is wasted through unsustainable practices such as field flooding. Modern irrigation systems can drastically reduce the amount of water used in farming by efficiently delivering water with greater precision directly to plants e.g. by use of drip irrigation.

Weeds constitute to water loss through water uptake competition between them and intended plant, and hence keeping your field free of weeds helps in minimizing water loss.

Even with optimum soil and water management, farmers still loose crops to drought and heat if they do not have the best seeds to carry them through inevitable dry spells. **EASEED** has developed new crop varieties which are more water efficient and tolerant to heat and drought through advances in breeding. In this regard, early maturing crops like Cabbage Fanaka F1, Cabbage Haraka F1, Tomato Nuru F1, Maize KH600-15A, Maize KH500-43A, and Onion Red Star F1 have shown exemplary results on early maturity in their respective growing zones, thus reducing water requirements. Apart from early maturity, Cabbage Fanaka F1 has additional advantage in that it is tolerant to heat and drought conditions.

welcome you all to the 20th edition of **EASEED** Newsletter. We have witnessed great challenges ranging from seed shortages, high prices triggered by increased fuel prices and erratic rains in most parts of the region during the first half of the year. This has greatly affected cost of doing business in all sectors and my appreciation goes to our farmers for their great resilience, patience and confidence in **EASEED** brand in our efforts to give the best under the circumstances. My promise to all is that we are committed to providing best services and quality products at most affordable rates.

In March this year, we held our Top Customers' Meets (T.C.M) in Thika (Silver Oak Farm), Arusha and Kampala which were well attended by our distributors, stockists, farmers, stakeholders and government officials. This was an opportune time to showcase our key products and train on best agronomic practices and at the same time interact and get feedback. I applaud the intervention by the Ministry of Agriculture Permanent Secretary (Dr. Romano Kiome) who highlighted the key areas in his speech that have posed big challenges like:-

- Access to government land with irrigation facilities for seed production to private companies to increase productivity per unit area
- Ensuring that there is more collaboration between KARI and private seed companies in research, seed production, multiplication and promotion.
- Involving private sector in upcoming cotton seed production and other orphaned crops
- Upgrading productivity of sorghum through proper collaborative programs between government, private sector and ICRISAT. This interaction will go a long way in boosting self reliance and availability of quality seed and in right quantities.

I must also sincerely thank all those who participated and promise that your valued feedback and suggestions will take us to the next level in service delivery. We have planned more interactions through regular meetings at farm levels and we have this year increased our ground representation for delivery of better and faster services.

Our R&D and product development teams have lined up a number of key varieties that are geared towards alleviating the big challenges in efficient water use, yield, disease tolerance and other challenges affecting farming. We have embarked on expansion programs that will enable modern research technologies through various farms in the region as well as modern storage facilities that will reduce incidents of frequent seed shortages.

We look forward to better conditions of doing business as our governments seek to harmonize trade terms that will favor transfer of information, research material, technology, goods and services across borders. We will witness significant growth and development and great benefits to our farmers. I being in various organization tasked in overseeing implementation of policies, my assurance goes to all stakeholders that we are headed for better times in regional trade.

Once again thank you all for your valued support, feedback and wish you all the best in the next half of 2011.

JITU SHAH
MANAGING DIRECTOR

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Product News

New releases from EASEED®

ONION RED STAR F1



- Very uniform in growth with medium sized bulbs
- Very pungent, with firm and very compact bulbs
- Deep and shiny red colour
- Closely sealed neck that prevents weight loss hence ensuring very good keeping quality
- Very adaptable to wide range of ecological zones

SORGHUM SUDAN GRASS



- Ideal for all animals
- Very vigorous in growth
- Robust sprouting which can give up to 8 harvest cuttings
- Has high nutritional content for animal feed
- Good for silage
- Ideal for many ecological zones
- Highly tolerant to drought

COLLARDS MFALME F1



- It is a very prolific crop
- It has soft, tender leaves which are dark green in colour
- It cooks very fast
- Sweet to taste
- Tolerant to wide range of pests and diseases
- It has a long harvesting period
- It has short internodes; hence more yield per unit area

FARMERS' CORNER



"Mr. James Soimo, alias 'Gloria Man', is a farmer and a stockist from Kaptumo in Kapsabet"

Mr. Soimo is a proud and happy farmer having grown **Cabbage Fanaka F1**. To him, **Cabbage Fanaka F1** is the ideal cabbage for Kapsabet and it's environs. He had the following to note about **Cabbage Fanaka F1**; has high germination percentage, good growing vigour, compact heads, good taste and tolerant to most common diseases and pests.

"Cabbage Fanaka F1 is the cabbage for today's world" notes Mr. Soimo

EASEED® Events



Kenya's Ministry of Agriculture Permanent Secretary, Dr. Romano Kiome, addressing guests during Top Customers' Meet event at Silver Oak Farm, Thika, Kenya. (Far Left Dr. Onsando (MD-Kephis), Mr. Jitu Shah (MD-EASEED), Dr. Songa (Secretary, Ministry of Agriculture), Dr. Sikinyi (Excutive Officer-Seed Trade Association of Kenya)



Dr. Ndegwa (Right) of Kapepharm Pharmacy - Nyahururu, receiving the certificate for being the Top Distributor for the year 2010.



EASEED Agronomist training farmers during a farmer's field-day on Maize KH500-43A (mid-altitude maize variety)



EASEED sponsored Golf Tournament at Sigona Golf club, Nairobi, Kenya



EASEED customers taken through product training during Top Customers' Meet at Silver Oak Farm.



Farmers follows keenly a training on watermelon Sukari F1 and Zuri F1 agronomy and best management aspects during Top Customers' Meet.



Tomato farmers at Loitoktok, Kenya, grading their tomato Nuru F1, ready for the market.



Moi University Students on training in research and crop agronomy by EASEED staff.

EASEED® In Uganda

EASEED AIMS HIGHER ON SEED QUALITY

Production, processing and marketing of good quality seeds are of primary importance at **EASEED**. We have established a state of the art seed testing laboratory at headquarters, to serve our target client with very high quality seeds. Currently, the seed labs at Nairobi, Kampala and Arusha ensure the highest seed quality through the following thorough seed testing services:

- **Germination test:** The seed is grown on different media under controlled conditions for stipulated period and our seed technologists assess the germination percentage.
- **Physical purity test:** The working sample is sorted into pure seed, inert matter, weed seed and other crop seeds. Then the proportions are expressed as percentages by weight and by number basis.
- **Seed moisture test:** Loss of weight against actual weight that occurs during drying in hot air oven is calculated as the percentage by weight moisture content.
- **Vigor test (Accelerated aging, cold test and cool germination):** This is a more sensitive index of seed quality than the standard germination test and is used to test the capacity of the seed, how it will perform under stressed conditions in the field and for storage estimation.
- **Tetrazolium (TZ) test:** This is a rapid chemical test to determine the viability of seeds.

COMMON CABBAGE DISEASES

Black Rot (*Xanthomonas campestris* pv. *Campestris*)

Damage Symptoms

- Lesions typically begin at the leaf margin and progress inward forming V-shaped chlorotic lesions. With time the lesions begin to dry and become necrotic. Infection normally occurs through leaf pores, but it can occur on any place on the leaf where insect or mechanical wounds allow bacterial entry.
- The bacterium is a vascular invader and can move systemically in the plant. Invaded vascular tissue turns black in color which can be seen as dark veins in lesions or by observing the vascular bundles in cross sections of the leaf midrib, petiole, or main stem of infected plants.
- Black rot infections can serve as avenues for soft rot entry.
- Chlorotic V-shaped lesions at the leaf margin.
- Extensive damage to plants in the field

Conditions for Development

- The bacterium persists in debris from infected plants, but it does not survive in the soil after the debris has deteriorated.
- The bacterium can also survive on other crucifer crop and weed plants and it is seed borne.
- High temperatures and periods of extensive rainfall favor black rot development.
- The bacterium is present in guttation droplets of infected plants and can be spread among plants by people or equipment moving through the field when the plants are wet.

Control

- Rotate with non-cruciferous crops to allow time for debris from the previous crucifer crop to decompose.
- Use pathogen-free seed produced in an arid climate with no overhead irrigation.
- Avoid working in the fields when the foliage is wet.
- Use black rot-tolerant cabbage cultivars e.g. cabbage Fanaka F1, Cabbage Baraka F1, Cabbage Zawadi F1 and Cabbage Haraka F1.



Farmers on a nursery establishment and water conservation training by **EASEED** staff.



Guests at **EASEED**'s products display during **EASEED** Uganda Top Customers' Meet, 2011.



Guests taken through Seed Quality Control process during **EASEED** Uganda's Top Customers' Meet, 2011 at Hotel Africana, Kampala, Uganda.



Guests follow keenly on Seed Technology training during **EASEED** Uganda's Top Customers' Meet.

EASEED® In Tanzania

Why Eat Leafy Vegetables?

A number of vegetables fit into this category, from salad greens to broccoli. In common, the dark leafy greens share an assortment of nutrients - vitamins A, C, E, and K, folate, iron, and calcium. They are also a great source of fiber, and a good source of omega-3 fatty acids. Types of leafy green vegetables include arugula, dandelion greens, kale, spinach, collard greens, mustard greens, broccoli, and swiss chard. Eaten on a regular basis, they have proven time and time again to have a dramatic impact on health such as:-

• Anti-Aging

Many of the nutrients in dark leafy greens help to slow the aging process or prevent age-related illness. Combined with other B-complex vitamins, folate helps to regulate mental function, and is linked with preventing Alzheimer's disease. Vitamin K, which is necessary for the bones to retain calcium, can be the missing link in cases of brittle bones and osteoporosis. Macular degeneration can be avoided by eating dark leafy greens because of their high vitamin A content, especially lutein.

Probably the most critical anti-aging aspect of the leafy greens is vitamin E. These potent antioxidants have been linked to slowing the aging process by several research groups. One study by the National Institute of Aging found vitamin E to decrease the overall cause of mortality by twenty-seven percent.

• Cancer Preventing

Dark green leafy vegetables are one of the best cancer-preventing foods because of their high level of antioxidants. They are good sources of the primary water-soluble, and fat-soluble antioxidants - vitamin C and E; but, they also rich in the carotenoids - beta-carotene, lutein, and zeaxanthin. Their high fiber content as well, helps the body eliminate toxins and possible carcinogens, and the phytochemical quercetin has anticancer and antioxidant properties. Eating leafy green vegetables three or more times a week has proven to significantly reduce the risk of stomach cancer; eating them once a day reduces your chances of getting lung cancer by half, and including them on a regular basis, prevents breast and colon cancer.

• Skin Care

Beautiful, healthy skin is supported by eating different types of green leafy vegetables. Vitamin A minimizes the production of sebum, helping to limit acne. This nutrient also strengthens the skin's protective tissue and helps to flush out toxins. Vitamin E also protects skin cells from free radical damage.

• Heart Health

Researchers at the Harvard Public School of Public Health concluded that eating dark leafy greens every day will reduce one's risk of coronary heart disease by twenty-three percent. This is for a number of reasons. Folate helps to reduce the amount of homocysteine in the body, an amino acid which in high levels is linked to heart disease and stroke. The antioxidants in leafy greens help to prevent free radicals from lining artery walls, and the fiber content helps to remove unwanted plaque build-up.

• Pregnancy Health

Green leafy vegetables are a perfect food to eat during pregnancy. Folate is one of the most crucial nutrients for the health of a growing fetus as it is necessary for proper development of the nervous system and normal DNA functioning at the cellular level. The nutrients in dark leafy greens, in combination with their omega-3 fatty acid content, make these vegetables almost as potent as a pre-natal vitamin supplement, and much easier for the body to absorb.

It is important to always eat greens with a fat source because many of the nutrients are fat soluble - this means salad dressing, cooking oil or butter, cheese, and nuts. Also, keep in mind, the darker the green, the healthier the vegetable because a richer color translates into higher chlorophyll content. Dark green leafy vegetables can be eaten raw or cooked; blend a variety in salads, saute in olive oil, add to soups, omelets, and casseroles. Make them a part of your daily diet, and pass on the good advice - eat your dark leafy greens.

Cooking Tips

Three R's for cooking vegetables for best nutrition:

- Reduce the amount of water used.
- Reduce the cooking time.
- Reduce the amount of exposed surface by limiting cutting, paring and shredding.

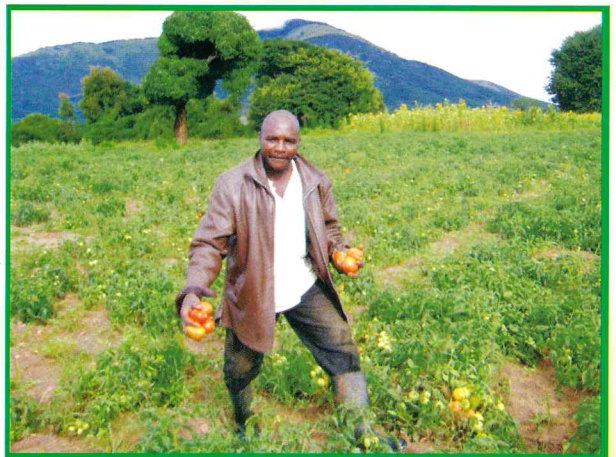
Overcooking will destroy color, crispness (texture) and some of the nutrients in the vegetables. Do not add baking soda to retain color because this will destroy nutrients.



A Stockists Training Session in Morogoro, Tanzania



Top Five distributors pose for a photo, during Top Customers' Meet, Arusha, Tanzania, 2011



A proud farmer on his 40 acre Tomato Nuru F1 farm



Farmers admire Cabbage Fanaka F1 demonstration plot near Mt. Kilimanjaro, Tanzania

International News

Syova Seeds

Since its inception in March 2011, Syova Seeds has recorded overwhelming support from farmers and distributors. This has been mainly attributed to the state of the art packaging, aggressive marketing and excellent customer care. Syova Seeds is committed to providing innovation in the seed industry as farmers embark on diverse, modern and emerging farming technologies. With a strong backward linkage in research, we have established a new centre in India with an aim of expanding our research facilities, seed production

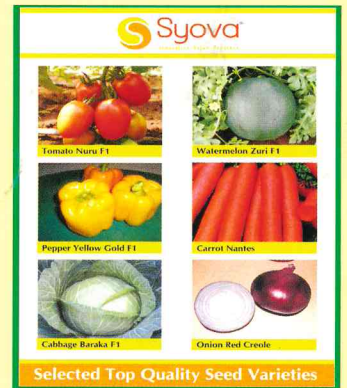
and multiplication as well as product development.

We recognize the farmer's vital role in ensuring food production and "agriculture's" critical role in economic growth and development. We are in the process of recruiting regional distributors in many African countries like Rwanda, Burundi, DRC Congo, Southern Sudan, Ethiopia, Zambia, Madagascar, Malawi, among others. We welcome the initiative and goodwill exhibited by all stakeholders as we set the pace in the seed industry.



APPOINTED DISTRIBUTOR

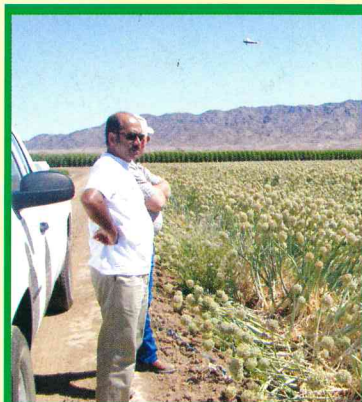
Selected Top Quality Seed Varieties



Events



EASEED MD Mr. Jitu Shah (Right) with Kenyan team at ISF 2011 conference Welcome party at Belfast, Ireland



EASEED MD inspecting one of the Onion fields in USA ready for seed harvest.



Mr. Jitu Shah (Left) in an Onion Seed Production plot, understanding the crop quality and productivity in USA.



EASEED MD Mr. Jitu Shah (Right) along with Mr. Mohan making right selection for new Seed varieties, USA.



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