



EASEED

Africa's Best

East African Seed Co. Ltd.

Newsletter Vol. 22, July 2012

Word from the Management



It's my pleasure on behalf of staff and management of **EASEED** to welcome you all to this 22nd edition of our newsletter. I salute our farmers, distributors, and stockists for their valued support and feedback that has propelled our growth for the last 40 years. I also recognize other stakeholders and the **EASEED** family that has been inspired by our vision and stayed focused to ensuring sustained provision of quality seeds

and services that meet emerging challenges in food production. Early in the year, we held our annual Top Customer's Meet in the three countries during which we interacted and shared a lot with farmers, distributors, government departments, regulatory agencies, research and financial institutions on the challenges and opportunities in the seed industry.

Effects of global warming, rising population, shifts in demand still remain the biggest challenge for sustainable seed production and food security. Climate change, emerging pests and diseases and declining arable land have been key areas of focus as our Research and Development and Product Development teams gear up to offer sustainable solutions to the challenges through superior products.

Water harvesting, installation of irrigation facilities are focus areas that our governments are investing heavily in and this will go a long way in improving farming. We will intensify lobbying through local umbrella seed organizations for awareness by farmers, harmonization of regulations governing cross border movement of seed, funding of agricultural activities and projects and more linkages with international bodies to improve food security and income. I am also happy to note that we have made immense progress in regulations that will govern and hasten release of new technologies that will benefit farmers in the entire region.

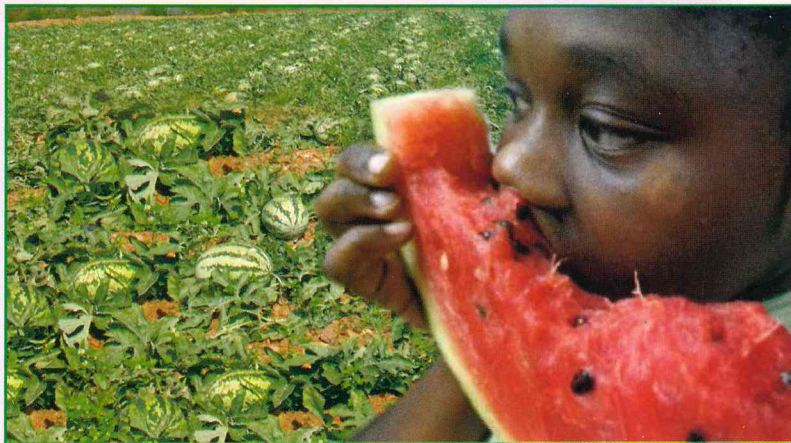
Jitesh Shah

Managing Director

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SEED IS LIFE 'Tomorrow's Fruit Is In Today's Seed'



A seed is a small embryonic plant enclosed in a covering or seed coat with some stored food. It is the product of the ripened ovule of gymnosperm and angiosperm plant which occurs after fertilization and some growth within the mother plant.

A single seed sprouts to give rise to many fruits. A viable seed is one capable of germinating and producing a new plant. A question of how long seeds can remain dormant and retain viability is determined by a number of factors ranging from its genetic makeup as well as the storage conditions; that is, temperature, moisture content and aeration.

EASEED lays great emphasis on all stages from breeding, seed production, storage and distribution to ensure viability and distinctiveness. Our registered distributors are trained on proper seed storages, technical training on seed handling and management as well as other requirements that determine performance of seed. We have heavily invested in research on Hybrids. This is because hybrids have higher viability, higher yield, are highly tolerant to pests and diseases, adapt well to diverse climatic conditions, are tolerant to drought, exhibit uniformity in growth as well as maturity. Often, the contrary is experienced with the traditionally open pollinated varieties, which are usually not uniform in growth and maturity and are prone to pests and diseases. Our farmers are continuously getting technical back up from our team of highly qualified and experienced agronomists across the region through farm visits, field days and exhibitions.

In our commitment to deliver advanced technologies to empower farmers, we have now introduced, semi determinate Tomato **Tegemeo f1**, Squash **Balozi f1**, and Collards **Mfalme f1** among others.

In our bid to build a strong customer database, we have, on yearly basis organized training sessions for our distributors as well as farmers across the regions whereby through their valued feedback, we have been able to strengthen our bond which has made **EASEED** the preferred choice by majority of farmers.

EASEED® *building trust, relationships and prosperity.*

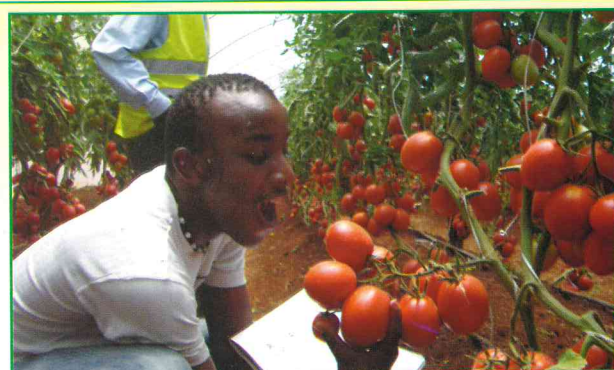
Product News

New releases from **EASEED**®



HYBRID SQUASH (BALOZI F1)

- A new Hybrid Squash from **EASEED** with medium dark green fruits.
- Very prolific, vigorous bushy variety
- Exhibits high fruit setting
- Has smooth shiny skin
- Good tolerance to mosaic virus and other diseases



TEGEMEO F1 (Semi Determinate Hybrid Tomato)

- Early maturity hybrid
- Excellent vigor
- Red attractive oval fruits with an average weight of 100gms
- Good transportability
- Tolerant to most common tomato diseases
- High fruit setting
- Yields 35tons/acre



AFRICAN NIGHTSHADE (MANAGU)

- Indigenous vegetable rated highly in nutritional value
- Adaptable to a wide range of soils and climatic conditions
- Ready to harvest within 4-5 weeks after transplanting
- Produces thin dark green leaves which are highly nutritious in protein essential minerals and vitamin C
- Traditionally, it is believed to treat anemia, blood pressure, diabetes, sight and peptic ulcers.



TOMATO FAULU F1

- A determinate Hybrid Tomato with excellent vigor as well as early maturity
- A prolific yielder of large oval fruits which weighing up to 100gms with a very attractive red color
- The glossy fruits are attributed with superior firmness and can withstand long distance transportation
- Has a long shelf life of up to 3 weeks
- Yields over 25ton/acre



ONION STRIKER F1

- It's a prolific Hybrid Onion with excellent tolerance to Purple Blotch
- High yielder with bulbs weighing up to 350gms.
- Produces pungent uniform bulbs.
- Good necking (healing) ability
- Suitable for many ecological zones

EASEED® Events



Mr. Jitu Shah is ushered in as the new president of AFSTA at the congress held in Zanzibar Beach Hotel (March 2012).



Participants actively follow the proceedings during the Top Customers' Meet at Hotel Intercontinental (Nairobi), March 2012.



Hon. Dr. Zerubabel Nyira, State Minister for Agriculture (Uganda) addresses the gathering during the Top Customers' Meet at Hotel Africana (Kampala).



Mr & Mrs Joseph Nzomo of Mazop Enterprises (Kitale) receive the grand prize for being the Top Distributor 2011, presented by MD KEPHIS Dr. Onsando.



A farmer shares his good experience with EASEED products during the Top Customers' Meet (Tanzania) held at KIBO Hotel, March 2012.



The second vice-president of Zanzibar, His Excellency Ambassador Seif Ali Idi presents a trophy for the best stand to EASEED staff during AFSTA congress 2012, in Zanzibar.



Farmers follow proceedings and admire a healthy KH600-15A at Eldoret ASK show.



EASEED Golf Day at Sigona Golf Club, Nairobi.

EASEED® in Uganda

Change in the seed industry is a continuous process and survivors are those able to adapt to the changing environment. Our growing customer database for both farmers and distributors has enabled us to host the Top Customers' Meet which was graced by Hon. Zerubabel Nyiira, State Minister for Agriculture. This event presented us with a forum to interact with our stakeholders drawn from the government of Uganda, distributors, stockists and farmers. Farmers and stockists were grateful to EASEED for availing Cabbage **Fanaka F1** which has been quite outstanding due to its compactness of the heads, bluish green color, good shelf life and tolerance to pests and diseases.

Research and Development

The recurrent seed scarcity in the country and the desire to cater for increased local and neighboring countries' demand for seed, EASEED has intensified certified seed production program at our farm Silver Oak Investments (U) Ltd with the objective of producing high quality seeds. The highly mechanized farm and other modern technologies, we assure farmers in Uganda, South Sudan, DRC, Rwanda and Burundi that we will be producing enough quantities of high quality seeds that meet international standards. We have also embarked on an aggressive training and recruitment of seed growers with the collaborative support from USTA –AGRA funded project. We applaud all stakeholders who have played a key role in creating awareness for the need to use certified seeds. We hence assure all farmers of high quality seeds and in right quantities.

10 Great uses for Onions

1. Protect Your Plants From Insects

Mix together four onions, two cloves of garlic, two tablespoons of cayenne pepper, and one quart of water. Set this mixture aside and dilute two tablespoons of soap flakes in two gallons of water. Pour your onion mixture into the soapy water, and put it in a spray bottle. You can use this environmentally friendly spray to keep insects off your plants.

2. Clean Your BBQ

Give your grill the green clean and and refrain from using chemicals — remove baked-on grease and grime with an onion. For the best results, heat up your BBQ, then use a fork to hold half of an onion to scrub the grill.

3. Dye Easter Eggs

Onions can be used to make beautiful marble-dyed Easter eggs. It's as simple as wrapping eggs in onion skins, tying them up in a towel to secure them, and boiling as usual. Instead of the bright colors you may be accustomed to, you'll get a more subtle, natural color that's sure to impress.

4. Soothe a Bee Sting

If you are ever stung by a bee, grab an onion slice and place it on the stung area. It will instantly ease the pain.

5. Use as Smelling Salts

Need something to snap you back to reality? Smell an onion, and the potent odour will bring you back to life.

6. Eliminate New Paint Smell

Rather than purchasing expensive deodorizer, place a bowl of freshly cut onion slices in water in the newly painted room. The smell of onions will absorb the smell of paint within a few hours.

7. Clean Rusty Knives

Have rusty knives laying around that you are afraid to use? Take your knife and stab it into a large onion; this action will immediately remove rust. If any rust remains, repeat this process a few more times.

8. Mosquito Repellent

Ingesting onions or garlic, or rubbing onions on your skin will act as a good bug repellent and keep those insects away from you.

9. Wart Remover

Apply a mixture made up of onion slices, crushed aspirin, and water to your wart. This solution will shrink the wart and soothe it.

10. Acne Remover

Onions can also be very instrumental in getting rid of bad pimples! Mix crushed onions slices with water and apply to acne. The components of the onion are harsh on zits and effectively remove them.



Machine calibration for seed planting at Silver Oak Farm.



EASEED MD Mr. Jitu Shah addresses participants during Top Customer Meet at Hotel Africana, Kampala.



Hybrid Maize production at Silver Oak Farm, Uganda.



EASEED Team inspect farm preparation for seed production.

EASEED® In Tanzania

Soil fertility & fertilizers

There are four major factors of production which include land, labor, capital and entrepreneurship. Land as a factor of production has several components, soil is very vital especially where crop production is to be carried out. Soil is the thin layer of material on the earth's surface in which plants have their roots. It is made up of many things such as weathered rock and decayed plant and animal matter. Soil is formed over a long period of time and the formation takes place when many things interact such as air, water, plant life, animal life, rocks and chemicals.

As growing of crops continue on the soil over time, its natural fertility gets depleted because the plants take nutrients from it. The soil also loses fertility through erosion because it has been broken down into small particles that can easily be carried away by wind, rainwater or snowmelt waters running through it. This slowly leaches out any soluble or partially soluble substances.

Why do we need fertilizers?

Fertilizers are generally organic salts such as ammonium nitrate, ammonium sulphate, superphosphate, triple phosphate and potassium nitrate. Fertilizers make up deficiency of soil; keep it slightly alkaline or neutral. Fertilizers can be in granular, powder or in liquid formulations. These are known as inorganic fertilizers.

There are organic fertilizers such as cow manure, bone meal and organic compost and green manure.

The inorganic manures avails nutrient to plants almost as soon as they are applied where as the organic ones take time to release nutrients but have a greater effect in improving the health of the soil. Its important to carryout soil test before fertilizer application.

It has been technically established that use of integrated plant nutrition system give better results. Use of organic manure as well as mineral fertilizer is needed.

Fertilizers increase crop yields

Fertilizers are needed to obtain high yields because they supply crops with nutrients the soil lacks. By adding fertilizers, crop yields can often be doubled or even tripled. Fertilizers contribute to efficient use of land and water. Where rainfall is low or crops are irrigated, the yield per unit of water used may be more than doubled and the rooting depth of the crop increased through fertilizer application.

Organic manure improves fertilizer efficiency.

Before fertilizers are applied, all available plant nutrient sources (e.g. cow-dung, pig excreta, chicken droppings, vegetable wastes, straz, maize stover and organic materials) should be used. They should be well decomposed and allowed to decompose before being applied to the soil.

Although the nutrient content of organic manure is low and variable, it is very valuable and increases soil fertility by improving soil texture, reducing soil erosion, regulating soil temperature, helping soil store moisture and providing food for soil organisms.

Integrated Plant Nutrition Systems.

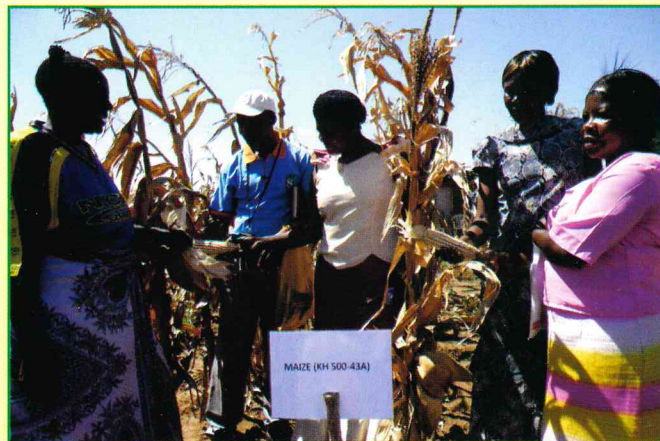
The application of organic manure is often the basis for successful use of mineral fertilizers. The combination of organic manure, other organic matter and mineral fertilizers provides ideal conditions for crop growth. Organic manure and other organic matter improve soil properties while mineral fertilizers supply the needed plant nutrients.

Because of the level of crop production required for farmers to respond adequately to market demand, the use of organic manure alone is not sufficient. Mineral fertilizers are also needed.

The most prudent decision would be to adopt this method of plant nutrition. It is the most beneficial in terms of crop production as well as enhancing soil health. Many farmers still believe that mineral or inorganic fertilizers spoil their soil but on the contrary both organic and inorganic fertilizers have a complimentary relationship that can greatly increase crop production.



Farmers training on Watermelon field husbandry and spraying.



Farmers admire high yield on Maize KH500 - 43A in western Tanzania.



Farmers training on pest indentification and crop husbandry in Morongoro.



Farmers in Moshi admire Chinese Cabbage Rocket F1.

International News



Africa has been described as the future hope to meet the increasing demand for food due to existing resources like land. With emerging technologies and farming systems, SYOVA SEEDS has traversed borders where new hybrids are winning the hearts of farmers.

As farmers embrace farming 'as a business' our quality hybrids continue to endear their hearts and as we plan more releases, we can only reaffirm our promise that we will be 'Delivering Advanced Technologies to Meet Emerging Challenges'.

We have now established key distributors in many countries like Burundi, Zambia, Malawi, South Sudan among others. Qualified agronomists are now on the ground to continually train and inform farmers.

Our key distributor in Burundi Dr. Fidelle, was quick to note that SYOVA SEED CO. LTD has come to the region's rescue for quality seeds. He notes that Cabbage **Baraka F1** has taken farmers by storm due to its excellent performance and market acceptability. The quality packaging for SYOVA SEEDS ensures the seeds have a long shelf life and can withstand long distance transportation even on rough terrains. We also take great interest in the need for healthy feeding and it is for this reason that SYOVA SEEDS through innovation and research has taken great interest in promoting indigenous vegetables like Amaranths, Black night shade, cowpeas among others as these vegetables are known to have medicinal values against diseases such as high blood pressure and diabetes which have become common in many African communities.

SYOVA Seeds is building partnership across Africa to serve the farmers with premium quality seeds.



MD with AFSTA Secretary General in Rio de Janeiro during 2012 ISF Congress.



Chief guest and management of AFSTA during the congress held in March 2012 in Zanzibar.



SYOVA Seeds stand in Zanzibar during the AFSTA Congress.



MD during 18th International Agricultural Exhibition Conference in Israel (Agritec).



East African Seed Co. Ltd.

P.O. BOX 14455
ARUSHA, TANZANIA
TEL: +255 27 2545756/5784
TELFAX: +255 27 2504184
info.tz@easeed.com

HEAD OFFICE
DAKAR ROAD, INDUSTRIAL AREA
P.O. BOX 45125 - 00100 GPO
NAIROBI, KENYA
TEL: +254 20 652101-4 FAX: +254 20 552690
WIRELESS: +254 020 2109520
CELL: +254 722 207747, 734 333161
info@easeed.com
www.easeed.com

P.O. BOX 3678
KAMPALA, UGANDA
TEL: +256 392 773321
+256 414 566585
FAX: +256 414 566584
info.ug@easeed.com