



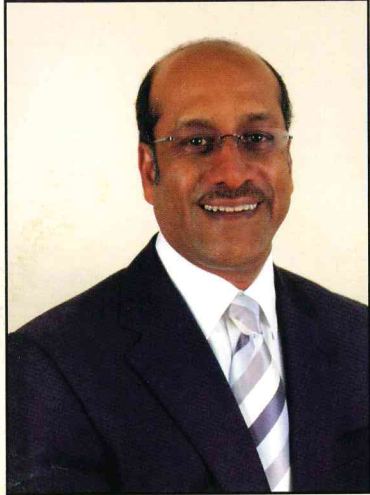
EASEED

Africa's Best

East African Seed Co. Ltd.

Newsletter Vol. 23, January 2013

MD's Message



It's my pleasure on behalf of staff and management of **EASEED** to welcome you all to the 23rd edition of our newsletter and wish you the best in 2013.

I wish to highly recognize efforts of all the players in the industry who have started the process of creating milestones in ensuring sustainable production of food for the rising population of our world and improving economies of livelihood by supporting innovations that focus on the realization of this noble goal.

Access to quality and affordable seeds, cropping systems that help farmers produce bountiful harvests per unit area with crops that can protect themselves against many pests and diseases and withstand environmental stress remains our focus. With the demand for increased yield while resources continue to diminish, **EASEED's** investment in Product Development, Research & Development is in recognition of the fact that we work in an amazing industry – agriculture- where the heart of the planet's biggest challenges ranging from food security, rural economy, environmental degradation and climate change solutions can be delivered. Our desire is also to actively participate in achieving the millennium development goal of reducing the proportion of people suffering from hunger and poverty through research and innovation as increase in food demand of 40-45% by the year 2025 is imminent while still facing the huge challenge of diminishing resources.

As focus shifts to Africa for food production, **EASEED** will play a key role in ensuring access to quality and affordable seeds. Our cornerstone strategy is to actively engage and seek collaboration from all partners in making measurable and sustainable progress in agriculture development. I wish to hail Government interventions in reducing constraints on business operations in regional trading blocks which will go a long way in improving cross-border movement of seeds, seed materials, technologies and improving other networks to support development. I also recognize local umbrella seed organizations role in improving seed industry through creating awareness to farmers, harmonizing regulations governing cross-border movement of seed, funding of agricultural projects & activities and more linkages to international bodies to improve food security and income.

I wish to appreciate the feedback and suggestions we are continuously receiving which immensely help us to improve in service delivery.

Jitesh Shah

Managing Director

Promoting Healthy feeding for a Prosperous Society



Vegetables even though in existence since time in immemorial, are less taken as offering total health solutions, though the food situation has only been recently studied as an important contributor to the dietary decisions people make every day which ultimately impact on both short and long term health status.

Research confirms that the environment, or the surroundings we create in places we live, work or shop impacts on the nutrition environment, which includes the external factors that influence one's food choices and consumption patterns.

The nutrition environment in majority of major towns in the world focuses on convenience, fast food, and large portion sizes and neglects fresh fruits and vegetables.

Through provision of vegetable seeds to the farmer, **EASEED** has embarked on promoting a nutrition environment conducive to healthy eating. Vegetables and whole grains are now readily available at any local grocery or convenience store.

With the current increase of diet related ailments, **EASEED** has embarked on eating healthy campaign, promoting nutrition environment which is only found in leafy vegetables like Brassicas (cabbages, broccolis, collards etc) root crops (beet, carrots, onions) cucumbers, watermelons, tomatoes and indigenous vegetables like Amaranths, African night shade (Managu) which are rich in iron and other key nutrients.

Besides providing all the much needed vitamins for our body's maintenance and other vital nutrients, they are well known to fight aging, improve pregnancy health, heart health and enhances our immune system without any side effects at a later stage. **EASEED** is in all the key crops from vegetables to grains, ensuring a healthy nutrition society.

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 not only destroy the nutrients but also destroy the color and crispness (texture) of the vegetable. Do not add baking soda to retain color because this will destroy nutrients.

Product News

New releases from **EASEED®**



EASEED GARDEN KIT

- A timely release of nutritionally sound seed pack rich in a diversity of various vegetables which when consumed contribute to good nutrition and health.
- Ideal low input, fast growing vegetables that necessitate staggered or continuous planting and harvesting.
- A sure way of ensuring safe, nutrition for your valued unit in society.
- Very easy to manage and can ensure safe feeding



INDIGENOUS VEGETABLES (AMARATHUS, JUTE MALLOW, CROTARALIA)

- very easy to grow and manage
- Adaptable to a wide range of ecological zones
- Very rich in folic acid, beta-carotene, calcium and iron
- proven to improve body immune systems
- prevents spread of cancerous cell
- Good source of energy and body vitality.



ONION RED QUEEN F1

- Very vigorous growing hybrid with very uniform bulbs.
- shiny deep red in color hence very attractive in the market.
- Onion with well packed necks that enhances storage qualities.
- Deep curing onion that cures well and dries in the farm.
- Medium to large sized bulbs suitable for both fresh market and processing



CABBAGE SHUJAA F1

- Medium maturing cabbage in 75 days of transplanting.
- Good compact heads of 6-8 kgs facilitating good field holding qualities and long distance transport.
- Tolerant to most common pests and diseases.
- Very ideal for most ecological zones (cool and hot areas).
- Exhibiting tolerance to most leaf and soil diseases like black rot

EASEED® Events



Kenya's president Mr. Mwai Kibaki after visiting **EASEED** stand at Nakuru A.S.K show



Hon. (Prof) Dr. Z.M. Nyira, State Minister of Agriculture at **EASEED** Jinja Show



Farmers follow proceedings during an exhibition at Moi University



Farmers follow proceedings during an exhibition at Moi University



Kenya's minister for Livestock Development admires high quality seed packs during KLPA fieldday in Kerugoya



EASEED stand during STAK Congress at KICC Nairobi, Kenya



MD **EASEED** Mr. Jitu Shah(center) with best employees of 2012



EASEED Staff at a team building and bonding session at Silver Oak Farm Thika

EASEED® in Uganda

EASEED excels again at 20th Jinja Agricultural Trade Show 2012

The Jinja Show is an annual event for displaying the latest innovations and technologies in the field of agriculture and trade sectors and establishing business linkages.

This 20th Show which coincided with a great celebration to mark the Uganda's 50th year (Golden Jubilee) of independence.

The Theme for this year's Show was: "Promoting Smart Farming for Sustainable National Food Security, Farm Income and Regional Market Opportunities"

The Jinja Agricultural trade Show is organized by Uganda National Farmers Federation (UNFFE) and was officially opened by Hon. Edward Kiwanuka Sekandi, the Vice President of Uganda.

The East African Seed (U) Ltd exhibited excellent demonstration plots, which attracted many farmers, representatives of NGO's and progressive farmer's interested in new technologies. During the Trade Show Hon. Tress Buchanayandi, Cabinet Minister of Agriculture, Animal Industry and Fisheries, Hon (Prof) Dr. Z.M.Nyira, State Minister of Agriculture, Hon. Fred Jachan Omach, Min. for Finance Planning & Economic Development, Mr. Charles Ogang, President, Uganda National Farmers Federation & Board Member, WORLD Farmers Organization, among other distinguished members of Government, visited EASEED Stall and expressed appreciation of the crop stand, display and making quality seeds available to farmers through a Sales Outlet. The Agriculture Ministers encouraged us to produce more and more to bring sufficiency in quality seeds and to face out fake seeds in close association with their Ministry.

The Agri-Business Fair 2012, the second event of its kind in Uganda, was organized jointly by the Eastern Africa Grain Council (EAGC) and Ngetta Zonal Agricultural Research & Development Institute (Nge ZARDI), LIRA with financial support from the Swedish International Development Agency (SIDA) and the United States International Development Agency (USAID), under the theme: "Improving livelihoods through enhancing access to markets" in July 2012. The Fair aimed at enhancing competitive trade in Northern Uganda, by facilitating the stakeholder's interaction with an objective of building business opportunities, encouraging farmers to invest in "Farming as a Business", creating a platform, where farmers can get exposure to new technologies to enable them diversify so that they can have sustainable agriculture and overcome the challenges of food security in the region.

EASEED & AGRISCOPE (AFRICA) LTD stall attracted large number of farmers, Stockist / NGO's / Institutions & Others. Most visitors appreciated EASEED quality seeds & Agrochemicals recently launched for their efficacy and demanded to make all these products reachable to Northern Uganda. Over 350 farmers visited the EASEED /Agriscope Stall and benefited from technical information disseminated by our qualified agronomists.

SUNFLOWER & MAIZE - NEW HYBRIDS RELEASED FOR UGANDA:

EASEED has taken a leading role in breeding high yielding, disease tolerant varieties for release to farmers. The varietal evaluations of Distinctness, Uniformity and Stability (DUS), National Performance Trials (NPT) and Post Control are routinely conducted by the National Seed Certification Services. These tests provide quality assurance measures for potential new crop varieties (DUS and NPT) meant for farmer use, while the Post Control ascertains the quality of seeds put on the market by seed companies.

In September 2012, EASEED was able to get three Maize hybrids viz: KH 500-43A, KH 600-15A & ZMS 652 and Sunflower hybrids: EASF 1H & EASF -2H released by the National Variety Release Committee for farmers use.

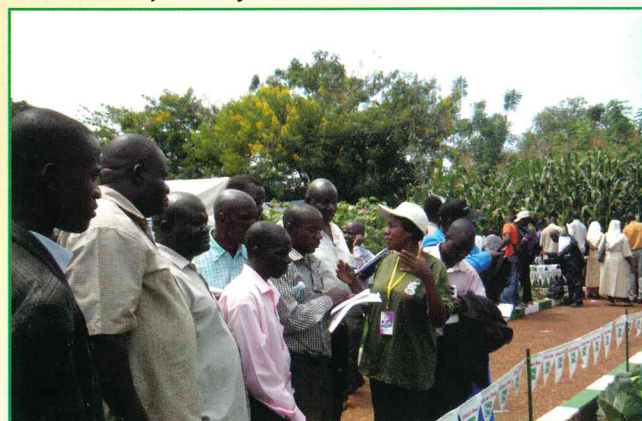
The world is experiencing a climate change and farmers in Uganda, are also fully dependent on rain-fed agriculture. Farmers are no longer confident about crop yields, which take long to mature. With this in mind, our Research and Development team in collaboration with stakeholders have developed early maturing hybrid maize KH500-43A, which is suitable to medium altitude to transitional high altitude zones. KH500-43A matures in 120-130 days, gives two cobs per plant, with good husk cover, cobs droos when dry, has white semi- flint grains, which makes it sweet and ideal for green maize, as well as for grinding into flour. Another hybrid KH600-15A, which grows well in high altitude areas such as Kapchorwa, Kabale, and Fort Portal, Mt. Elgon among other areas, has also been introduced.

EASEED emerges 45th in Top 100 Company in Uganda.

In the recent KPMG survey of the TOP 100 Mid Size Companies in Uganda for 2012 / 13, EASEED emerged as one of the successful entrepreneurs and awarded 45th Position in a crowning ceremony on November 23, 2012 at Kampala Serena Hotel in the presence of Prime Minister Hon. Amma Mbazi and Hon. Finance Minister Hon. Maria Kiwanuka. This was a significant improvement from 82nd position in the year 2010, 60th in the year 2011.



Senior Agriculture Officer, National Seed Certification Services -MAAIF recording observations during DUS testing of EASEED Sunflower hybrids



EASEED Agronomist taking the Farmers through EASEED-Demos at Jinja Show 2012



The Minister of Agriculture, Animal Industry and Fisheries, Hon. Tress Buchanayandi, appreciating EASEED Sunflower Hybrid at Jinja Show



Stockist training at Iganga Uganda

Water Conservation and Farm Management

Water conservation is an important part of meeting agricultural demand as the world grapples with how to cope with climate change. There is a worsening trend in water supply worldwide

Taking measures to conserve water saves money, it is also of benefit to the greater community. On-farm water use can be reduced substantially without decreasing productivity.

There are three basic types of irrigation: surface (gravity), sprinkler, and drip irrigation. Using these techniques, farmers can determine how much water is needed to maximize productivity while minimizing waste. After the field capacity of the soil in the root zone has been reached, the crops cannot utilize the excess water, and may be stressed from reduced oxygen levels of saturated soil. Furthermore, the water, the energy used to pump that water, and the money spent on energy costs will be wasted.

PREPARING FIELDS FOR EFFICIENT WATER USE

Laser Leveling

Laser-controlled land leveling equipment grades fields to contour the land for different irrigation practices. With sprinkler systems, a perfectly level field conserves water by reducing runoff, allowing uniform distribution of water. Furrow irrigation systems need a slight but uniform slope to use water most efficiently. Laser leveling can reduce water use by 20-30% and increase crop yields by 10-20%.

Furrow Dike

Furrow dikes conserve water by capturing precipitation or irrigation water in small earthen dams in the furrows. Water held between the dams can slowly infiltrate into the soil, increasing soil moisture and eliminate runoff. Furrow dikes can benefit dry land farmers, sprinkler irrigators and furrow irrigators who water alternate rows. Dikes should be made large enough to hold runoff during intense thunderstorms when the soil is not able to immediately absorb the intensity of rainfall. If the field is sloppy, furrow dike is especially important to reduce excessive runoff.

Conservation Tillage

Conservation tillage helps preserve soil moisture by leaving at least 30% of the soil surface covered with crop stubble, thereby decreasing wind and water erosion. The crop stubble layer reduces evaporation in the soil profile by one-half compared to bare soil. Conservation tillage can also reduce pollution caused by runoff and enrich the soil with organic matter.

Tail water Reuse

Tail water, or runoff water, should be minimized as much as possible through soil monitoring and irrigation methods that reduce runoff, such as surge flow irrigation and furrow dike. If field runoff is present, it should be captured at the lowest end of gravity-irrigated rows and reused. Reuse of runoff water works best with laser leveling, and is effective with soils that have high water holding capacity. It is not recommended for areas where soils contain high concentrations of salt, and it may spread diseases and weed seeds.

Drip Irrigation

Drip irrigation applies small amounts of water frequently to the soil area surrounding plant roots through flexible tubing with inbuilt or attached emitters. Subsurface drip irrigation (SDI) delivers water underground directly to roots. Since water is applied directly to individual plant roots, SDI minimizes evaporation, provides a uniform application of water to all crop plants, and applies chemicals more efficiently. A carefully managed amount of water is applied, thereby avoiding deep percolation and runoff, while reducing salt accumulation. Since a constant level of moisture is maintained around the root zone, weed growth is reduced. Water contact with crop leaves and fruit is also minimized, making conditions less favorable for diseases. Drip systems reduce farm operation and maintenance costs through energy savings and automation. Drip systems are the only type of irrigation that can use water efficiently on steep slopes, odd-shaped areas, and difficult areas.

Canal and Conveyance System Management

Lining canals with concrete or other liners reduces water loss through seepage by 10-30%. Evaporation in canals can be reduced if irrigation water is provided on demand rather than keeping the canals continuously filled. Using underground conveyance systems eliminates costly evaporation and deep percolation.

Mulching

Mulch reduces evaporation of moisture while discouraging weed growth. Adding 2 – 4 inches of organic material such as compost or bark mulch will increase the ability of the soil to retain moisture. Press the mulch down around the drip line of each plant to form a slight depression which will prevent water runoff.

Water during the early parts of the day; avoid watering when it's windy

Early morning is generally better than dusk since it helps prevent the growth of fungus. Early watering or late watering reduces water loss to evaporation. Watering early in the day is also the best defense against slugs and other garden pests. Avoid watering when it's windy as wind can blow sprinklers off target and increases evaporation.

Add organic matter to your soils

Adding organic material to the soil will help increase water absorption and retention. Areas which are already planted can be top dressed with compost or organic matter.



Drip irrigation facilities for efficient water use.



A farmer uses furrow irrigation in his farm



A farmer (Mr. Halifa Sande) admires a healthy Nuru F1 crop in TZ



Eased Agronomist on a pest & disease identification program in onion.

International News



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 40 years of experience in seed research, development and marketing. During this period, we have provided over 20 million farmers in Africa with quality seeds and various agricultural inputs. We are proud of this heritage and of the many milestones en- route to today's leading position in vegetable seed market internationally.

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

Syova has a network of seed distributors and stockists thereby providing a strong link for seed availability & supply to all farmers. Our team of professional and experienced personnel provides excellent training, customer service and support.

Syova is committed to high quality seeds along with value added solutions and professional service for farmers progress. Syova has a dedicated Research & Development Centre in Bangalore, India to breed and source the best varieties and hybrids for the international market.

Syova has appointed distributors in Ethiopia, Zambia, Burundi, Rwanda and DRC in the first phase. In the next phase Malawi, South Sudan, Mozambique and some West African countries will be covered.



MD EASEED at a Brassica trial farm in Japan



ICRISAT Director General, William D. Dar with EASEED Managing Director, Mr. Jitu Shah at ICRISAT 40th Anniversary Science Symposium held from 24-25 September 2012 Hyderabad, India



SYOVA Stockist in DRC



Road side Vendors along one of the busy Roads in Burundi



High Value watermelon seed production farm at Syova



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