



EASEED

Africa's Best

East African Seed Co. Ltd.

Vol. 24, Newsletter July 2013

MD's Message



The agricultural sector has seen many challenges in the past year. Maize production has been especially hit with Maize Lethal Necrosis Disease (MLND) being the most prominent. Euro Gap conditions on horticulture exports have created major challenges on horticulture producers. As producers of seed **EASEED** continues to be at the forefront of providing farming solutions to meet these challenges.

As pressure on the world food supply increases, production areas in Africa are becoming important. Increasingly, multinational companies are seeing the continent as opportunities to grow their markets and production capacity. As a local company, **EASEED** continues to focus on Research & Development and Product development. Introduction of innovative technology and new seed varieties suited for local conditions continues to be **EASEED**'s primary goal.

EASEED is proud to announce the release of new mid and low altitude maize variety MH401 (TOSHEKA) this goes into the market in 2014. It is high yielding and ideal in low rainfall areas.

I wish to acknowledge Government's efforts to upgrade our research institutions, financing infrastructure in the agricultural sector and taking the lead in regional harmonization of trade rules and cooperation. These initiatives create a conducive environment for trade and growth.

In order to meet the demands of a growing population, investment in agriculture must be a priority area. We would like to see a more proactive approach by governments especially in the area of financing agricultural production.

Our continued collaboration with stakeholders in the seed industry and farming community will see **EASEED** deliver on its promise to provide high quality agricultural inputs with responsive and friendly services.

Jitu Shah
Managing Director

Changing Fortunes



Years ago, farming was a reserve of the old, illiterate and last alternative in life careers. Development has altered feeding habits as well as farming systems based on the need to have more output from limited areas. Emerging diseases caused by lifestyles require specific nutrients to eliminate or suppress their effects. Most of these are only available in plants hence the need to grow more for a healthy nation.

Scientists are spending hours working on nutritional contents in plants growth habit, climatic conditions, pests & diseases improvement. Adoption of hybrids is increasing with farmers realizing the value or worth of each seed.

EASEED ensures farmers get the opportunity of cultivating every seed, with seed count becoming the ideal way for farmers to source quality hybrid seeds. Development and implementation of precision agriculture or site specific farming combining Global Positioning System (GPS) and Geographic Information Systems (GIS) has led to accurate data collection leading to efficient manipulation and analysis of geospatial data hence facilitating farm planning, field mapping, soil sampling, tractor guidance, crop scouting and yield mapping.

Transformation of the sector through research has been given key focus necessitated by an increase and emergence of new diseases and pests, climatic changes leading to droughts and unreliable rainfall patterns, need for higher yields per unit area, specific nutritional needs and scarcity of resources like land and water.

More precise application of pesticides, herbicides and fertilizers has now been made possible thus reducing expenses, producing higher yields and creating more environmental friendly systems. Farmers are increasingly embracing seed count purchase concept as the determinant of expected yield.

EASEED focuses on quality ensuring farmers get value for their investment. In this line, we have released quality products like Squash Balozi F1, Tomato Tegemeo F1 (Determinante), Tomato Faulu F1 (Semi-determinate), Watermelon Zuri F1 and Sukari F1 whose value for each seed, farmers returns are guaranteed. To further compliment the above, our team of highly qualified agronomists visits the farm for advice and guidance through regular trainings and demonstrations to ensure that farmers aspirations are realized.

The best documented cases of adoption have been with the youth and emerging farmers embracing multiple technologies from agronomy to marketing.

EASEED® *cultivating every seed*

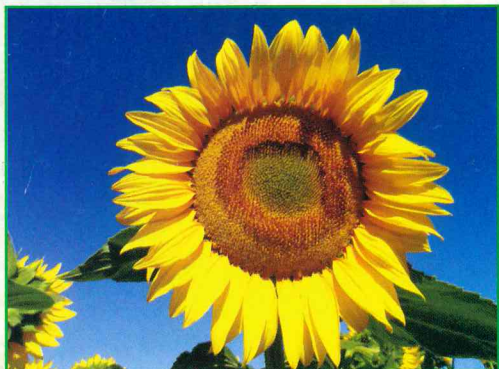
Product News

New releases from EASEED®



HYBRID MAIZE - TOSHEKA (MH401)

- An excellent early maturing hybrid for mid and low altitude areas
- Has a high yield potential (about 35bags/acre) matures in 120-130 days
- Tolerant to GLS, Rust, MSV and leaf Bright
- Drought tolerant hence suitable for low rainfall areas.
- Droops when mature preventing ear rots
- White semi-dent grains good for milling and use as green maize



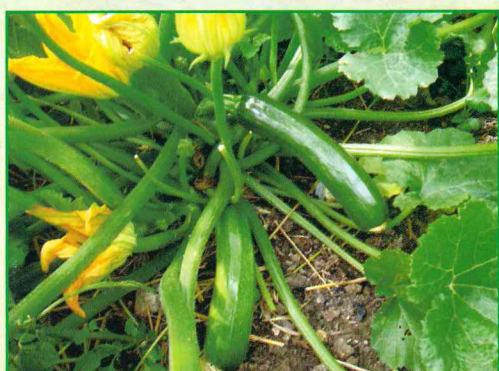
EASF - 1H

- Early maturing variety taking 90 -92 days
- Tall and Non branching type
- Ray floret is Pale Yellow in color
- Head size is Medium and compact
- Hull content is Low
- Very high Oil content of 40-42%
- Seed Yield rain fed: 800-1000kg/ha.; Irrigated: 1500-2000kg/ha
- Tolerant to rust disease



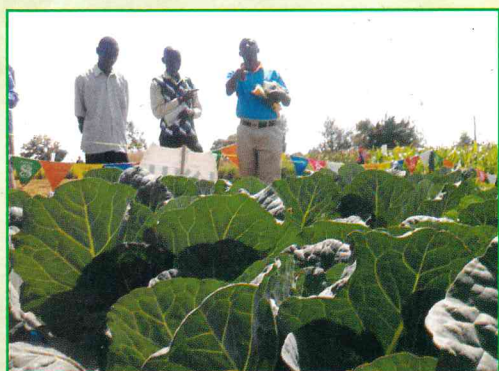
EASF - 2H

- Early maturing variety taking 90 -92 days
- Ray floret color is Yellow
- Head size is Large and compact
- Hull content is Medium
- Very high Oil content of 40-42%
- Seed Yield: Rain fed: 900-1100kg/ha and 1700-2500kg/ha under irrigation
- Tolerant to rust disease



HYBRID SQUASH - BALOZI F1

- A very prolific and vigorous bushy variety
- Has medium dark green fruits
- Exhibits high fruit setting
- Fruits have smooth shiny skin
- Very good tolerance to mosaic virus and other diseases.



COLLARDS MFALME F1

- Very prolific crop and long life
- Has very soft tender leaves that are easy to cook
- Appealing dark green color
- Very sweet taste

EASEED® Events



EASEED customers taken through product training during the Top Customers' Meet at Silver Oak Farm-Thika



Participants actively follow proceedings during the Top Customers' Meet at Thika farm



The manager Paves vetagro-Kitale Mr. Philip Lotula (center) receives the prize for being the second top distributor 2012, presented by MD EASEED (right) and Chief guest Dr. Irungu MOA.



The MD EASEED presents a donation from staff and management to the principal, Thika School for the Visually impaired.



Key officials from seed companies, researchers and government institutions taken through the processes of maize seed production at Silver Oak farm, Uganda.



Participants drawn from key sectors actively follow proceedings during TCM 2013 at hotel Africana Kampala- Uganda



Farmers from southern highlands of Tanzania celebrating bumper harvest of maize Kh 600- 15A.



EASEED agronomist training farmers on best agronomic practices for onion farming

UG-TOP CUSTOMERS' MEET 2013

The TCM 2013 held on Friday June 14, 2013 at Hotel Africana, was attended by more than 150 Top Customers, Government Institutions, NGO's and farmers from all over the Country and from the neighboring Countries -Rwanda, Burundi, DR Congo and Republic of South Sudan (RSS).

The event was graced by Mr. Komayombi Bulegeya (the Commissioner, Crop Protection MAAIF). He spoke elaborately about his experience with **EASEED**, issues concerning quality seeds and the government's support to Agriculture Sector and appreciated the existence of **EASEED** operations in all the EA Countries. **EASEED** MD, Mr. Jitu Shah, outlined the seed industry prospects and challenges in view of the changing scenario due to climate change and expressed that the African seed industry is undergoing a developmental process and highlighted the major issues essential for consideration by the various government organisations in ensuring a faster growth.

Other guests from Ministry of Agriculture were: Mr. Joseph Bazaale, Head NSCS, Dr. Godfrey Asea, Maize Breeder, NaCRRRI - Namulonge, Mr Walter Anyanga, Sunflower Breeder, NaSARRI – Serere and Mr. Ibyisintabyo Chris, USTA Executive Secretary who gave their insight and contributions towards growth of the industry. The event was also a platform for the distributors, stockist's, research institutions & farmers to interact with their counterparts from different parts of the Country and across borders, whose feedback will form key areas of our improvement in service delivery. Customers rated **EASEED** product range, quality, timely delivery and staff visits as excellent.

EASEED UNDERTAKES LARGE SCALE HYBRID MAIZE SEED PRODUCTION FOR THE FIRST TIME IN UGANDA:

EASEED Uganda has successfully released two Maize hybrids:- KH 500 - 43A & KH 600 15 A and are undertaking hybrid seed production of KH500-43A, at our Silver Oak Farm in Kayunga. This is a big step in making the above hybrids available on time to all our stockist & distributors. A field day was organized on 12th June 2013 at SOIL Farm, Kayunga show cased our hybrid maize KH-500 43 and was attended by Dr. Mosisa W. Regasa, Seed Systems specialist, CIMMYT Kenya, Chairman & Executive Secretary USTA along with the trainees of most of seed companies.

EASEED participates in Agri-Business Expo 2013 organized by EASTERN AFRICAN GRAIN COUNCIL (EAGC) at Masindi.

Agribusiness Expo 2013 organized at Kihonda- Masindi on 28th & 29th June, 2013 was to show case the agricultural sector activities under the theme "Future of agribusiness: Quality, the key to Competitiveness and Commercialization". The fair aimed at enhancing market competitiveness of agricultural inputs, agricultural produce and related services through improved quality at production, post harvest handling and processing/value addition.

The fair also aimed at showcasing agricultural Inputs, financial products, insurance, business development services, telecommunications, farm machinery & equipment, agro processing equipment and other innovations in the agricultural sector by bringing together different stakeholders from across the region.

EASEED EMBRACES HYBRID SUNFLOWER SEED PRODUCTION LOCALLY

Uganda is reported to spend billions on importation of edible cooking oil despite the country's great potential to meet its local demand. Speaking at a one-day oil seed sector VODP workshop in Kampala, producers said although Uganda had a demand of over 120,000 metric tons of edible oil in 2009, national production stood at 40,000 MT, which gave way for the importation of up to 74,000 metric tonnes of edible cooking oil, which leads to foreign exchange loss.

Among the factors that have been highlighted as hindering the growth of the oil seed industry is the poor seed quality. It is from this standpoint that our strong research team derived motivation to develop its own high quality hybrid sunflower: EASF-1H & EASF-2H that will be of great benefit to farmers.



Farmers employ precision during hybrid cabbage planting in Uganda



Optimizing resource use by adopting inter cropping for complementing crops



Distributors keenly follow proceedings during TCM 2013 at Hotel Africana - Kampala - Uganda



EASEED Agronomists during a stockist's training in Northern Uganda

EASEED® In Tanzania

Profitable Seed Distribution and Storage

Seed distributors and stockists play a vital role in ensuring that our farmers access agro-inputs in time and in good condition. Seed being one of the most important component in agricultural production and the most sensitive, utmost care should be observed so that it gets to the farmer in the most viable state. Like all other living things, seeds are subject to ageing and eventually to death. The process of ageing and deterioration is greatly affected by the conditions of storage.

Below are factors that speed up loss of viability which in turn lower vigour for those seeds that germinate.

Mechanical damage. Seeds damaged mechanically during extraction, cleaning, winnowing etc. rapidly lose viability. The danger is greatest for species which have thin or soft seed coats. Excessive heat during storage is also a major contributor to seed damage. Seeds while being transported, offloaded or being arranged in stores should be handled with gentleness. Avoid practices such as throwing boxes and tins which get impacted by the force of landing or knocking on other surfaces.

Physiological deterioration. Poor handling, during transit causes physiological deterioration of seeds. Adequate ventilation is necessary to avoid rapid respiration and overheating.

A number of physiological changes in cell tissues may be associated with physiological aging.

- (1) Loss of food reserves caused by respiration, e.g. decreases in proteins and non-reducing sugars, accompanied by increase in reducing sugars and free fatty acids
- (2) Accumulation of toxic or growth-inhibiting by-products of respiration
- (3) Loss of activity of enzyme systems
- (4) Loss of ability of dried protein molecules to recombine to form active protoplasmic molecules on subsequent rehydration
- (5) Deterioration of semi-permeable cell membranes
- (6) Lipid per oxidation, leading to production of free radicals which react with and damage other components in the cell

In seeds, loss of viability is largely governed by the rate of respiration. Any measures which reduce the rate of respiration without otherwise damaging the seed are likely to be effective in extending longevity during storage. These are the control of oxygen, moisture content and temperature. Avoid opening seed containers and weighing when selling. This practice exposes the seed to reacting agents leading to deterioration.

Seed moisture content. Effect of moisture content is probably the most important factor in determining seed longevity. Low moisture leads to a reduction in respiration and thus slows down ageing and prolongs viability. It is very important to store seed in a dry cool atmosphere free from water and other fluids. Ensure that your store is well ventilated. Prevention of fungal activity is more easily achieved by controlling moisture content than by controlling temperature. Areas with hot and humid conditions are vulnerable to the fluctuations and caution should be taken on stock levels.

Storage temperature. Temperature like moisture content has negative correlation to seed longevity. The lower the temperature the lower the rate of respiration and thus the longer the life-span of the seed. Lowering of storage temperature increases the life of the seed. Temperatures should be maintained at uniform level.

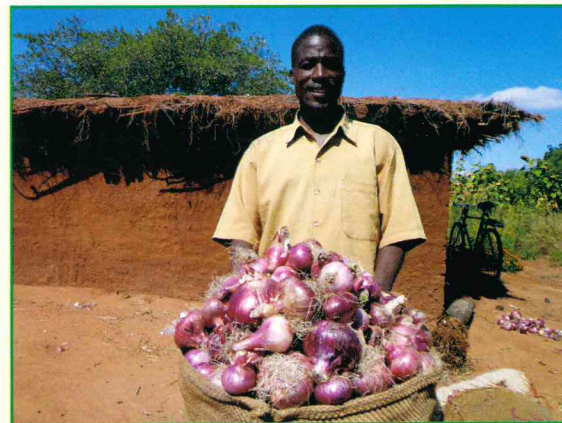
As with moisture content, repeated fluctuations in temperature leads to loss of viability. As far as possible, temperature should be maintained at a uniform level.

Light. Particularly ultra-violet light produced by the sun is harmful to seed. Avoid displays that expose seed to direct sunlight. the sun will bleach the color of outer packaging material of seeds causing them to look unattractive and kills the seed.

Storage Containers. Seeds should be stored in tightly sealed containers to prevent passage of moisture, temperature fluctuations, insect or pest damage or passage of gases. It is important to have them remain sealed until sowing time.

Upcoming Events.

- Nane Nane show Mbeya, Morogoro and Arusha 8 / 8 / 2013
- Tomato Faulu F1 field days in Morogoro.



A farmer celebrates bumper onion harvest after adoption of new emerging hybrids from EASEED



A delighted maize farmer admires good yields from maize Kh600-15A

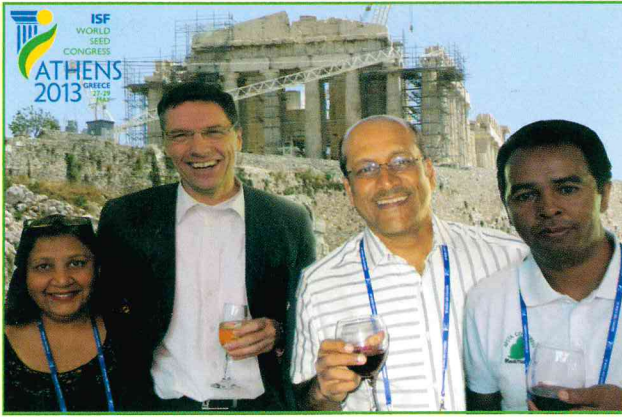


EASEED Agronomist assists a tomato Faulu F1 farmer for pest and disease identification.



EASEED agronomist training farmers on the advantages of hybrids and crop management

International Events Participation



International Seed Federation (ISF) held its Annual Congress in Athens, Greece on 27th - 29th May 2013 (Nima Shah, Marcel Bruins, Jitu Shah, Justine Rakotoarisaona)



Tomato hybrid seed production farm at Syova for international market



EASEED Display stand at AFSTA Congress 2013 in Mauritius



Minister for Agro Industry and Food Security Mauritius and various dignitaries visit EASEED stall during AFSTA Congress 2013



Syova has continuously served to actualize value, innovation and progress to our farmers.

We have continued to be a premier source of high quality seeds and innovative farming technologies backed by a tradition dating back many years. Our dedicated Research & Development and Product Development Centre in strategic locations serves to breed and source high quality seeds for our international market.

We have ensured that farmers get the benefit by cultivating every seed and through our qualified and professional agronomists, our promise of delivering advanced technologies to empower farmers is being realized in many African countries backed by our committed distributors.

As we continue to strengthen partnerships across the world to serve farmers, our premium quality seeds coupled with personalized service will improve the lives of those who embrace innovation, value and progress.



Africa's Best

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