East African Seed Co. Ltd

NEWSLETTER

Vol. 3 June 2002

Challenges of the Year

The management and the entire staff of East African Seed Co. Ltd would like to thank all our esteemed loyal customers and readers for the support for the first quarter of year 2002.

I have the pleasure of thanking all the customers who managed to attain the set sales targets for the year 2001 and wish them all the best during the year 2002.

EASEED has in store various prizes for its top 10 customers as well as all the other customers in general with **EASEED** "Everyone is a winner".

For the Year 2002 EASEED has started by introducing new Hybrids suitable for the market and encourage farmers to try them. All EASEED seeds on site have been tried at our trial plots and using the Ultra modern lab facility at our factory we have ensured that High Germination percentage is maintained.

Once again the management encourages all its clientele to forward queries and any other information required to our Sales Office.

Jitu. L. Shah Managing Director

FASEED'S Superior Jacto Pumps



FASEED has introduced different sizes of Spray Pumps to cater for both small and large-scale farmers.

Our Pumps are in the following sizes / models.

1/2 Litre and 1 Litre:

Hand Spray Pumps, best for domestic / kitchen gardens.

PJ-16:

East African Seed Co. Ltd East African Seed Co. Ltd East

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Manual Knapsack Sprayer with 16 Litre capacity, Polyethylene tank very resistant to impacts and corrosion. Nett weight: 4.2Kg.

PJ-18:

Manual Knapsack Sprayer with 18 Litre capacity, Polyethylene tank very resistant to impacts and corrosion. Nett weight: 4.4Kg.

PL-50/BV:

Motorized Knapsack Atomizer and Duster for Agricultural use, Sprays Powdered and Liquid Chemicals. Has 13 Litre polyethylene tank, electronic ignition, two stroke, air-cooled gasoline engine, micro jet rotary atomizer. Nett weight: 11.8kg.





Pose of

EASEED has introduced new foil packets to ensure that the farmer gets Africa's best seeds at their best germination.

In all EASEED packaging, the new foil packets cover the following sizes.

Standard / 10gms / 25gms.

To ensure that our customers get the best results from **EASEED** seeds the following information will also be available on the packets:-

- → Lot Number → Date of Packing → Germination Percentage
 - ◆ Purity Percentage ◆ Barcode Number

Tropical Sweet Corn Hybrids - Pacific Hybrix 5

- It is a highly uniform hybrid that produces a big and cylindrical cob.
- Produces especially sweet, tender, bright yellow kernel.
- Has a high yield potential in tropical environments, green yield 11 tons/ha and yellow yield 8 tons/ha.
- It is a superior, shrunken-2, sweetcorn variety for tropical and subtropical growers.
- ♦ It matures in 75-80 days in the tropics, and a little longer in the sub-tropics, with a wide range of sowing and harvesting
- It shows good resistance to a wide spectrum of tropical leaf disease, and has good husk cover to protect from insect attack
- Eating quality tops



FASEED Appointed As Sole Agents For Gladiator Tc, Storm And Fendona

Due to EASEED's success in distributions and sale of both seeds and agrochemicals, BASF has appointed it as its sole agent for Gladiator, Fendona and Storm.

The following are the highlights of the 3 products:

GLADIATOR 4TC - TERMITICIDE

- buildings, lawns, gardens and on treated timber.
- ◆ Gladiator 4TC is suitable for the control of soil termites in ◆ Gladiator 4TC is the first and only organophosphate insecticide available for the control of subterranean termites that has been demonstrated to last at least 21 years.

STORM - RODENTICIDE

- Storm is a ready-for-use as block bait that is highly attractive and palatable to rats and mice.
- Storm kills rats and mice following a single feed, but deaths occur after several days, so bait shyness and need for prebaiting is averted.
- Safety precautions include a built-in bittering agent to reduce the risk of non-target poisoning, and availability of an antidote.
- Long lasting bait- a waterproof wax block incorporated an insecticide and a fungicide.
- Block bait is simple to use and easy to handle.

FENDONA 6SC - INSECTICIDE

- Fendona 6Sc controls flies, cockroaches, mosquitoes, fleas, bedbugs, stable flies plus other public health as well as storage pests such as moths, weevils and beetles.
- Rapid knockdown and death of insects.
- Excellent residual activity and extended control of a wide range of public health and food storage pests.
- Suitable for bed net treatment giving 4-7 months protection against malaria mosquitoes.
- Only very low dosage & does not stain or corrode.
- Has very low toxicity to humans and domestic animals.

OSHWAL Fair

MAY 2002







Mr. Suresh Shah, **EASEED**'s Production Director describes the various products and activities of the company to visitors at our stand during the Oshwal Fair.

Agricultural Consultant, Dr. Kumaraswamy stresses a point to the Indian High Commissioner to Kenya, His Excellency Sri Rajeev Bhatia, during the recent Oshwal Fair, as the production director Mr. Suresh Shah looks on.

EASEED Retail Shop

EASEED is well known for the wide range and variety of the vegetable seeds and the maize seeds. Did you know we also have varieties of the herb and the flower seeds? Our new varieties are the Lettuce Red Salad Bowl, Lettuce Green Salad Bowl, Oreganum, Russian terragon, Peppermint..... Enhancing flavor to your daily meals. These are really good for the small kitchen garden. Our flower varieties are Snapdragon Dwarf Mix, Alyssum White, Red Tobacco Plant, Salvia Scarlet, Dusty Miller, Gypsophilia White.

EASEED offers good counter sales advice to its customers and stocks a wide range of Agrochemicals (miticides, acaricides, nematicides, herbicides, seed-dressing, foliar feeds, biostimulants, stickers/wetters, insecticides, fungicides, fertilizers), Spray pumps, Hygiene products, and Gardentools. Making it all available to the customers all under one roof. "Caring for both small scale and large scale farmers."



MADONNA FI - HYBRID CABBAGE



- A medium late, high yielding variety for fresh markets.
- ♦ It has good field holding capacity (does not burst or split and long shelf life).
- It matures in 80-90 days after transplanting.
- It forms green solid flat round head weighing 3-6Kgs, and of good internal quality.
- It is resistant to fusarium yellows, has medium tolerance to black rot, and is tolerant to tip burn.
- It is suited to open field growing in tropical climate.
- → Recommended planting density: 35,000 40,000 plants/ha.
- → Seed requirement: 300 400 gm/ha.
- Number of seed in 10gm: Approximately 3,000 seeds.

HYBRID BABY CORN - PACIFIC 116



- Pacific seed Hybrid Baby Corn will give a high yield of uniform ears of International Standard, and is fast and cheap to harvest.
- A superior product in world vegetable markets.
- Gives a high yield of uniform ears meeting international standards.
- Yield with husk is 11-11.5 tons/ha.
- → Dehusked yield is 2.72 2.90 tons/ha.
- → Mature in 50 days depending on environmental conditions.



Mr. Tony Baptista of Daehnfeldt, Denmark accompanied by **EASEED** Sales Director, Mr. Ashok L. Shah, and Agronomists in a visit to Gloria Farmer's field in Kinangop.



Some of the many farmers who turned up during the Mukeu Farmers day that was held early this year.



Mr. Tony Baptista of Daehnfeldt, Denmark presents a Bicycle Prize to one of the Gloria Cabbage Farmer in Mukeu (Kinangop) who was among the many winners in the ongoing Gloria Cabbage Promotion Raffle.

FASEED - PANNAR Golf Open Thika

MARCH 2002

The company sponsored a Golf open at Thika Golf Course on 16th March 2002.

Nearly one hundred players participated in the contest. Various prizes were awarded to the winners, where Pannar (K) Ltd also co-sponsored the event. All the participants most of who were involved directly or indirectly in farming were also presented with a Pack containing Varieties of Vegetable seeds of LASEED along with Maize Pannar 5243 as a token of appreciation.



Mr. Charles Gacheru, Pannar (K) Ltd, presenting the Prizes to the winners.



Golf in progress at Thika Golf Course.



HORTI Fair

6th - 8th MARCH 2002



Hon. Ekirapa Asst. Minister for Trade & Industry presents the 2nd Best Trade Prize to Mr. A. L. Shah of **EASEED**. Looking on is the Chairman of FPEAK Mr. Simon Ethangata



EASEED's sales agronomist F. Ndungu introduces the company's new products to the farmers who visited our stand.

EASEED - A Close Alley of Rural Farmers in Uganda







The East African Seed Co (U) Ltd. has become a prominent seed supplier in Uganda through its quality seeds, proper and timely distribution as well as proper follow up by the efficient and technically sound Sales Agronomists. To study the exact requirement of Farmers and the market in Uganda, an extensive survey has been conducted by meeting several farmers and seed stockists.

Several farmer groups were visited who are the contract growers for the Fresh Vegetable Export Companies and were educated to utilize the quality seeds and services of the company to maximize their productivity and addressed the Distributors and Stockists Workshop at Mukhono DFI on the improvement of stockists network performance in Agricultural inputs.

New products for Tanzanian farmers from EASEED (T) Ltd.

2002

A New Superior Tomato

To serve in a much better way EASEED is introducing a new variety of Tomato which is superior in quality and higher in productivity. It is similar to Cal-J but much bigger in size and having good colour and the fruits are very firm.

Colour Peppers

The company is also introducing the very high quality varieties of colour peppers which are high yielding with uniform colour and suitable for out door cultivation.





UPCOMING EVENTS

Nakuru stockists' seminar/ A.S.K. show

2nd - 6th July

Kisii A.S.K. Show

18th - 20th July

Kisumu stockists' seminar/A.S.K.Show

30th July - 3rd August

Mombasa A.S.K. Show/stockists seminars

27th Aug - 1st Sept

Nyeri stockists' seminar in

September

Nairobi international ASK show

30th Sept - 5th October

Meru stockists seminar in

October

Welcome on Board



Wasike M. Wellingtone Sales Agronomist

A holder of a B.Sc degree in Agronomy from Egerton University brings along vast expertise having worked with Kisumu Farmers Centre as a crop scientists cum salesman. Prior to that he worked with GTZ-Soyabean Project Nairobi.

Customer Relationship: Most Important Tool In Marketing

The most important aspect in marketing and sales for us in **EASEED** is "Customer Relationship" and hence a due consideration has been given in this aspect.

In the indirect marketing system, there are three levels of customers each having equal importance. These are

- ◆ DISTRIBUTORS the primary level
- STOCKISTS secondary level customers and
- GROWERS the consumers

DISTRIBUTORS: Normally they will have a cousin brother relationship with a sales/marketing man, i.e. though the distributor is not from the company but by the company and for the company.

We need to take distributor in to full confidence as he is the first and foremost confidential source of information. An equal wavelength of understanding must be created with every distributor. In the market, they are at the first place to understand the problems to the core and hence a detailed discussion with them is required to know about sales, customer response, product performance, product acceptance etc. to judge the market situation.

STOCKISTS: These are the people who generally acts as a bridge to reach the end users. Therefore they are also very important in the marketing chain as these are responsible for reaching the products to remote villages and growers. The company should have a transparent relationship with every dealer, frequent visit to them enhances the confidence and motivates to promote the products more sincerely. In addition, they are the source of market information and acts as a ready reckoner for progressive growers, large farms etc. Since dealers help immensely in creating GOOD WILL, the company should never keep them misinformed about the products and the company.



GROWERS: The most important component in the distribution network of the seeds are the growers or the end users. These are the people who ultimately decide on the acceptance or rejection of a variety based on its performance. Frequent visits to the grower's field acts as moral booster and always they expect some thing new from the sales team. They are the basic source of market information and the most economical option in creating mass-base for a brand. The opinion of growers should be final about the products and their views are most important for the breeders and product development people of the seed industry.

In case of a problem in any product, an immediate visit to the grower and listening to him will subside half of his aggression. Efforts should be made honestly to find out the reason for the problem and to find the solution. If found the reality in the problem, solution should be in favour of the grower. Keeping all these factors in mind, **LASEED** is working hard in the field by deputing their qualified field personnel to different provinces to assist all the concerned in the distribution system involving all the distributors, stockists and farmers. The ultimate aim of the company is to serve better to the mass in offering the better varieties for the growers and indirectly helping in solving the problem of food in the country and the region.

Agricultural Consultant



Letters to EASEED

We want to hear your questions and queries about us and how to get the most from your seeds.

Write to the Editor, P.O. Box 45125, Nairobi E-mail on info@easeed.com / sales@easeed.com

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