



**EASEED**<sup>®</sup>

Africa's Best

**East African Seed Co. Ltd.**



In our 5 year strategic plan (2016 – 2020), our business drivers will be governed by a strong Corporate Social Responsibility towards providing quality products and support to achieve better productivity and sustainability.

Our footprint in the African continent through our international brand, **Syova**, will further strengthen our position in meeting the farmers' requirements in the African region.

*"I take great joy in recognizing our farming communities and our agro distribution networks for playing a pivotal role in Kenya's food security and related agro industry".*

**Jitu Shah**  
Managing Director

**MD's message**

I take great joy in recognizing our farming communities and our agro distribution networks for playing a pivotal role in Kenya's food security and related agro industry.

**East African Seed Company** has more than 40 years experience in seed sales, distribution and product development with very strong linkages to Research & Development companies globally for solutions that meet our local market needs.

With rising consumer needs, we have established stronger Product Development, Sales & Marketing and Research & Development Teams to address market needs, the changing tastes and preferences of our consumers.

We are continually investing in production and processing infrastructure facilities across the region to help improve efficiency.

In recognition of the value our customers put on quality, we are **continually** improving our internal processes (QMS) to serve you better. To this end, we are **now** ISO 9001/2008 **certified**.



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### Watermelon – Kazuri F1

- Icebox type hybrid.
- Early maturity 60-70 days from sowing.
- Fruit colour/rind pattern: dark green fruits.
- Fruit shape: oblong.
- Average fruit weight: 2.5 - 3kg.
- The flesh is deep red, crispy and firm.
- Sweetness (tss): 13-14%.
- High yielding, very good transport and keeping qualities.



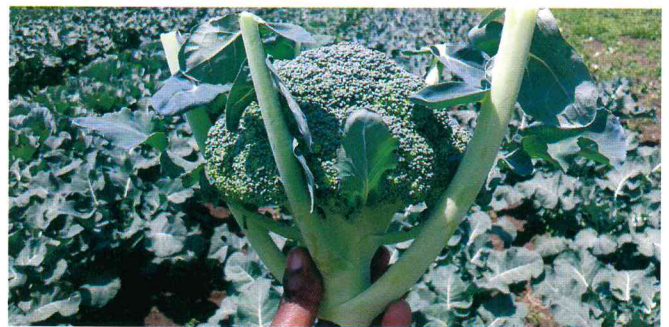
### Onion – Red Nikol

- Medium early maturing variety 90-100 days.
- Medium size round bulbs.
- Attractive red/pink colour skin.
- Good flavour.
- Suitable for fresh market.



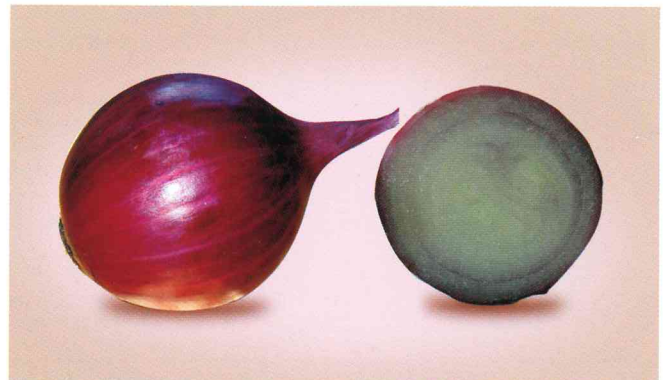
### Broccoli – Premier F1

- Maturity: 80 days after transplanting.
- Dome shape heads with fine beads.
- Vigorous growing plant with dark bluish green heads.
- High yield potential and good uniformity.
- Tolerant to hallow stem, downy mildew diseases.



### Onion – Red Della F1

- Medium early maturity 100 days.
- High round (spinning top) with medium size red colour bulbs.
- Good storage up to 4 months.
- High yielding and good pungency.





# Agriscope

In order to serve you better, Agriscope Sales & Marketing has been merged with **EASEED** team. We believe that the new development will help build a stronger Agriscope brand.

To further ensure better service to our farmers and agro dealers, we are in the process of setting up our own agrochemical repacking unit. This will enable farmers access their preferred pack sizes in good time.

## Kenya

We are very happy to announce that we are soon launching Ascon 10 WP (lambdacyhalothrin 100 gm/kg) a public health product.

## Tanzania

We are planning to launch Indoxacarb 14.5 SL (insecticide) and profenofos + cypermethrin 44 EC by end of this year.

## Uganda

We are proud to announce that we are launching soon in Uganda Delete 36 EC – deltamethrin 1% + triazophos 35% (insecticide),

Fighter 14.5 SC – indoxacarb 14.5 SC (insecticide), Ascon 25 WP – diflubenzuron 25% WP (insecticide), Proxy 25 EC – propiconazole 25% (fungicide), Secret 80 WP tricyclazole 18% + mancozeb 62% (fungicide). These new products alongside our already existing ones will help the farmer to deal effectively with field challenges of weeds, pests and diseases.

## Zambia

We have explored the Zambian market and launching soon the following products: Profecron 720 EC (Profenofos 720 EC), Cyfos 44 EC (Profenofos 400 gm + Cypermethrin 40 gm), Lambdascope 5 EC (Lambdacyhalothrin 50 gm), Winner 72 WP (Mancozeb 64% + metalaxyl 8%), Eureka 75 WP (Mancozeb 63% + Carbendazym 12%), Ascozeb 80 WP (Mancozeb 800 gm), Ascosate 480 SL (Glyphosate 360 gm), Ascoris 48 EC (Chlorpyrifos 480 gm), Ascumine 2-4 d (2-4 d amine salt), Delphos 36 EC (Triazophos 35% + Deltamethrin 1%), Cobra 505 (Chlorpyrifos 50% + Cypermethrin 5%), Concord 20 SL (Imidacloprid 200 gm), Ascopper 50 WP (Copper Oxy Chloride 500 gm)

### Tanzania Activities

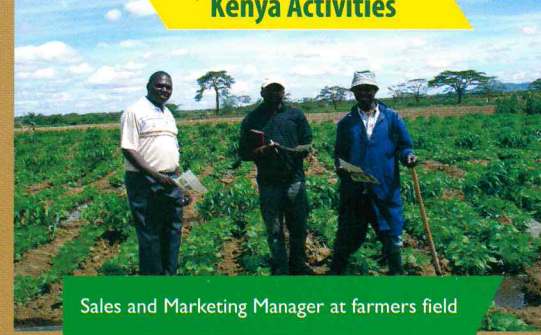


Sales Agronomist trains an onion farmer at Mang'ola, Northern Tanzania



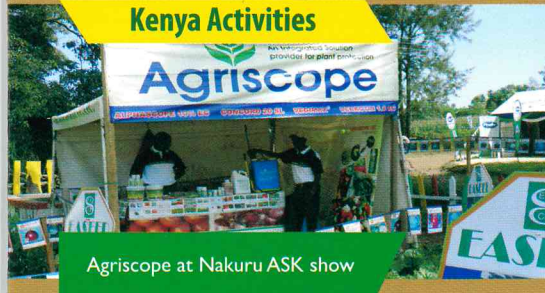
Agriscope vehicle branding in Tanzania

### Kenya Activities

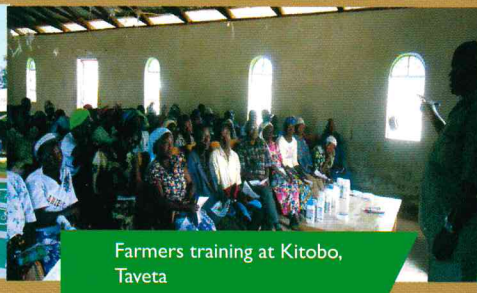


Sales and Marketing Manager at farmers field

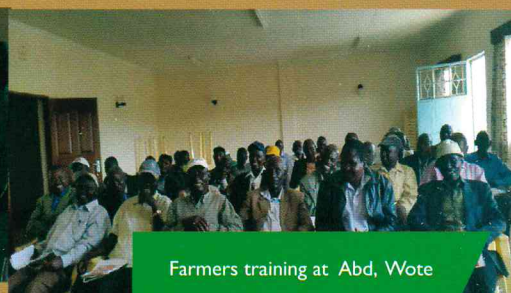
### Kenya Activities



Agriscope at Nakuru ASK show



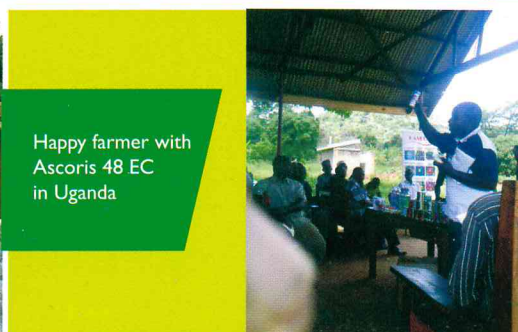
Farmers training at Kitobo, Taveta



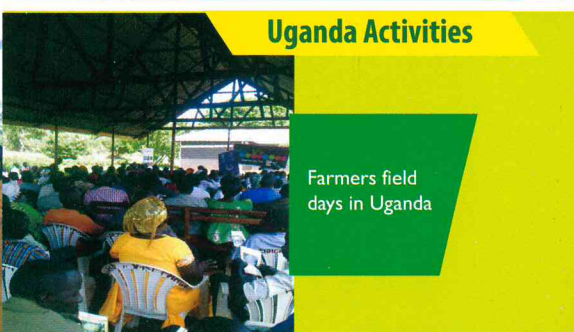
Farmers training at Abd, Wote



Happy farmer with Ascoris 48 EC in Uganda



### Uganda Activities



Farmers field days in Uganda



Early this year, **EASEED** Uganda embarked on on-farm farmer training to ensure that small scale farmers are equipped with necessary skills to improve their yield and household nutrition by growing vegetable crops.

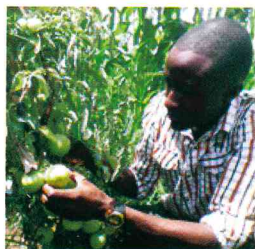
This was rolled out in the highland areas of Kabale, Kisoro, Kabarole and Kapchorwa districts. The program targets both the youth and elderly to ensure effective results with the services of our regional Field Assistants.

Since it was rolled out, it is reported that there is significant improvement in agronomy practices amongst all the farmers who have been trained and they are expecting very good yields.



Farmer Mr. Magezi of Rwimi Wilson growing **EASEED Tomato Tengeru, Nuru F1 and Faulu F1** on large scale. By growing **Africa's Best**, Mr. Magezi Wilson has been able to earn enough money to build his house (in the background) and called it Tomato House because if it was not Tomatoes he would not have managed to build it he said.

Mr. Magezi uses locally available materials such as stakes and banana fiber to stake his tomatoes from time to time. According to him, he said that it is cheaper and readily available. In his words he said "Abalimi inyweena nimbaha amagezi okulima enyanya za Africa's Best" - this means " I encourage all farmers to grow Africa's Best Tomatoes"



**EASEED** Field Assistant admires the Tomatoes of Mr. Magezi Wilson



Some of the Youth in Kasese District being trained by **EASEED** Field Assistant in Nursery Bed Management Practices.

This is one of the activities we have embarked on to strengthen our brand at the grassroots country wide. We normally organize series of small scale field day to emphasize effective adoption of our product promotion modules.



Nursery bed preparation and management farmers training in Kabale

Training of small scale farmers in nursery bed preparation and management is now continuous programme by **EASEED**. This is being done to ensure that we reduce seedling lose in nursery bed stage since it has been identified as one of the major challenges farmers have. To ensure that this is effectively done, we have a team of field assistants who are moving from village to village conducting trainings to address various challenges being faced by different farmers. Many farmers are benefiting from this arrangement since trainings are conducted at their farms.



In an effort to curb fake seeds in the country, **EASEED** together with other agro-input suppliers entered into a partnership that will improve on information access and dissemination amongst all stake holders in the agricultural sector. This partnership supported by usaid ftf agricultural inputs activity is made up of mainly three associations; uganda seed trade association (usta), uganda national agro-input dealers association (unada) and croplife international -uganda.

The agricultural inputs platform launched on thursday 26th may 2016 is aimed at helping uganda's farmers have a choice of high quality inputs (seed, fertilizers and crop protection products) reliably available on time every season.

Therefore all farmers and stake holders are encouraged to get information from the website: [www.Agricinputsplatform.Com](http://www.Agricinputsplatform.Com) from time to time that will help them have effective planning before purchasing inputs.



Participants during launch of the Agricultural Inputs Platform

**EASEED** uganda entered into an mou with crane media ltd a consulting company specialized in organizing product promotion events code named "**real life activation event**" this has opened a platform for product promotion in most areas of the country. Through this event, farmers are trained in good crop management practices and as well linked to the buyers at the same time.



Farmers buy inputs after training

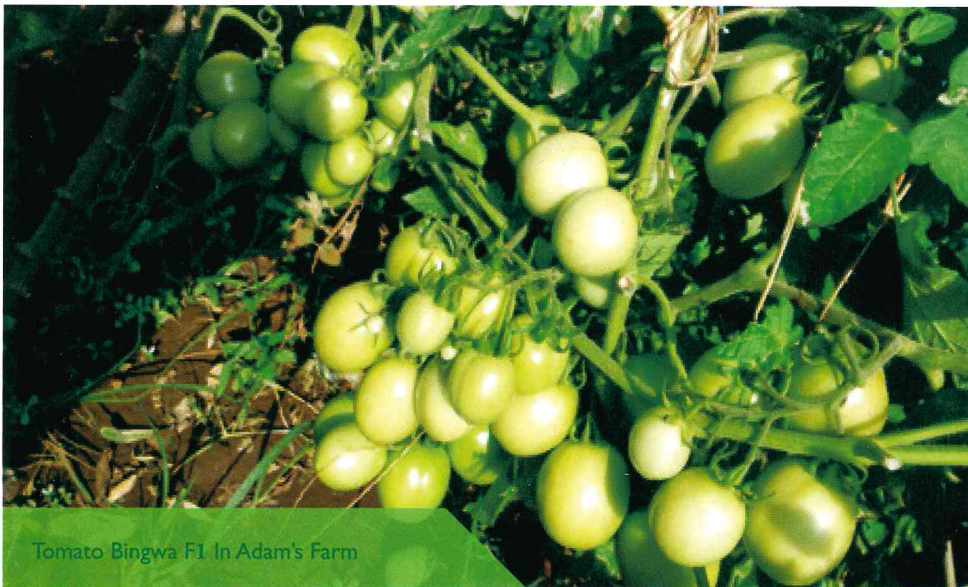
Once again we welcome you all in our farmer's section where we were able to interact with farmers institutions and our stockists both in Tanzania and other neighboring countries like Comoros Islands, Malawi, Zambia, DRC and Burundi. Throughout the year we are addressing the issues of modern technologies of farming and transition from open pollinated seeds to Hybrid seeds as these posses an answer to future challenges.

**East African Seed** Tanzania is now fully focused on continually improving quality of our products and services. Our customers in Tanzania and those from our neighboring countries as listed above have testified that our products are doing better in their farms.

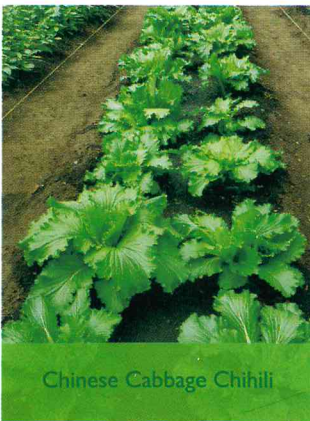
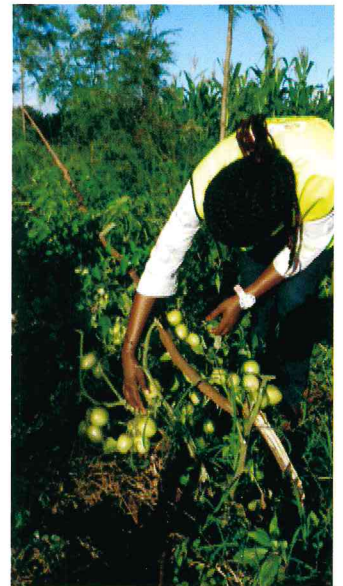
We embarked on promoting three products in the last three months - i.e. **KH500-43A** in the southern highlands (Iringa, Makambako, Njombe And Mbeya), **Cabbage Baraka F1** in Usambara Mountains, Tabora and Mpanda) and **Tomato Bingwa F1** in Moshi and Tanga.

## TESTMONIES ON TOMATO BINGWA F1

"Tomato Bingwa F1 will be the solution of Tomato Farmers in Tanzania as I have planted one acre and already I have harvested tomatoes worth Tsh.8,000,000 in the last two months and I am expecting to sell more than Tsh.4,000,000 in the next two months in the same plot I thank **EASEED** staff for helping me succeed in tomato farming. I wish other tomato farmers would try **Tomato Bingwa F1** and see how successful they will be. LONG LIVE AFRICA BEST". This was Mr.Adams comment from Chekereni in Moshi District.



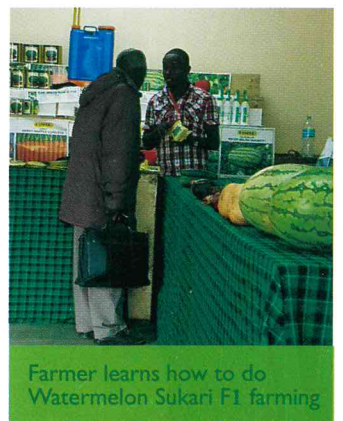
Tomato Bingwa F1 In Adam's Farm



Chinese Cabbage Chihili



Vegimax for nutrition and crop health



Farmer learns how to do Watermelon Sukari F1 farming

### Nakuru Show



AFSTA Congress 2016 delegates at EASEED Thika Farm



Wambugu Farm



TCM 2016 1st runners up Dr. Ndegwa receives his award from EASEED MD, Mr. Jitu Shah



TCM 2016 overall winner Mrs. Karanja (right) receives award from KEPHIS MD, Dr. Esther Kimani



### ANNOUNCEMENT

At the Top Customers' Meet 2016 EASEED MD, Mr. Jitu Shah, announced that the company will sponsor 5 students in Kenya for an Msc. in agriculture on drought tolerant crops.

Send your applications to [info@easeed.com](mailto:info@easeed.com) to stand a chance Of getting this golden opportunity. Selection of lucky sponsor winners will be at the full discretion of East African Seed Company Management.



# East African Seed Co. Ltd.

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

HEAD OFFICE  
DAKAR ROAD, INDUSTRIAL AREA  
P.O. BOX 45125 - 00100 GPO  
NAIROBI, KENYA  
TEL: +254 20 6652101-4 FAX: +254 20 6552690  
WIRELESS: +254 020 2109520  
CELL: +254 722 207747, 734 333161  
[info@easeed.com](mailto:info@easeed.com)  
[www.easeed.com](http://www.easeed.com)

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