



# EASEED®

## Africa's Best

### EAST AFRICAN SEED CO. LTD.



#### MD's Message

A big welcome to the first edition of our bi-annual newsletter for 2017.

I am aware of the adverse effects of climate changes last year, the effects of which are being felt in this year. Adverse drought in most parts of East Africa has driven food prices up leading to further strain on the ability of our farmers to adequately prepare for the long rains.

In Africa, food insecurity being experienced demands that quick and effective approaches be established to mitigate effects of climate change. Farmers are gradually adopting new technologies as well as varieties developed by National Agricultural Research Institutions, Private Seed Companies and International Research Organizations to offer local solutions to the food insecurity situation.

Maize is still the main staple food in Kenya against which food security is measured, and demand in the developing world is expected to double by 2050.

For this reason, breeding efforts are geared towards increasing produc-

tivity rather than expansion of production areas. The main challenges being addressed are; drought and heat stress, Nitrogen use efficiency and Maize lethal necrosis.

**EASEED** is collaborating with partners such as CIMMYT and National Agricultural programs in Eastern Africa towards addressing these challenges. Good progress has been achieved through the application of modern technologies in breeding for example, Doubled haploid technology for line development

To support our growth into the Southern Africa markets, we started operations under **Syova** Zambia in order to serve these markets efficiently.

To ensure that your crops are well protected against diseases and pests, we are completing installation of a modern agrochemical re-packing unit.

This facility will contribute to faster distribution and adoption of these superior **Agriscope** brands.

Take advantage of the wide choice of products highlighted in the next pages for your farming solutions; together, let us build a food secure continent.

We are '**Africa's Best**'

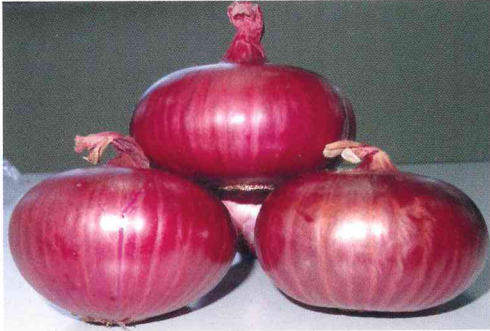
**Jitu Shah**  
Managing Director

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**EASEED®** *Quality seeds for the next generation...*



### Onion Early Red Max

- Early to Mid-Early Short Day Variety
- 90-100 Days Maturity
- Uniform Medium Size Bulbs with Strong Pungency
- Dark Red, Thick Flat Globe Shaped Bulbs
- Thin neck, good curing ability
- Long Shelf Life up to 6 months
- Downy mildew, Purple Blotch and Pink Root Tolerant
- Yields 20 -25 tons/acre



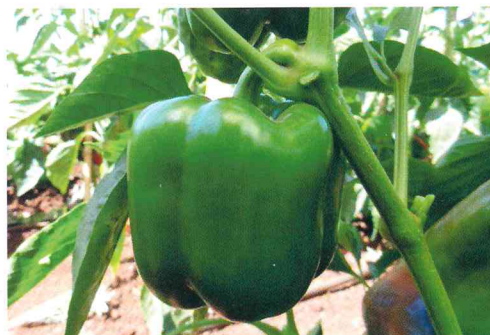
### Tomato Bawito F1 (Bacterial Wilt Tolerant Hybrid)

- Semi Determinate Growth
- 65-75 Days Maturity
- Blocky Oval Shaped Fruit
- Medium Sized Fruit
- Good Firmness
- Long distance transportability
- Bacterial Wilt & Tomato yellow leaf curl virus (TYLCV) Tolerant
- Suitable for Open Field Staking



### Onion Red Sanga F1

- Mid-Early Short Day variety
- 100 Day Maturity
- Medium - Big Sized Bulbs
- Deep Red, Globe Shaped Bulbs
- Thin neck, good curing ability
- Good pungent and long storage ability 4 - 6 months
- Downy mildew, Purple Blotch and Pink Root Tolerant
- Yields 20 -25 tons/acre



### Sweet Pepper Big Bell

- Vigorous, Upright - Medium
- 70 - 80 Days Maturity
- Blocky Shaped, Medium Sized, Pendant and Thick Wall Fruit
- Deep Green, Turning To Red Coloured Fruit
- Suitable for Open Field, Bush or Staking
- Tomato mosaic virus (ToMV), Potato Virus Y (PVY) and Pea Enation Mosaic Virus (PeMV) Tolerant



### Watermelon Kazuri F1

- High Yielding, Icebox Type Hybrid
- 60 - 70 Days Early Maturity
- Dark Green, Medium Fruits
- Oblong in Shaped Fruits
- Average Fruit Weight is About 2.5 - 3 kg
- The flesh is deep red, very crispy and firm.
- Very High Sweetness (TSS): 13 - 14 %
- Excellent transport ability and keeping qualities (Long shelf life)



Farmers learning how to prepare PROFECRON before spraying on ONIONS in SINGIDA

With the evolution of new diseases and pests, a combination of innovative solutions will be necessary. All these solutions will require commitment of all stakeholders and for more investment in the sector.

**Agriscopes** is playing a key role in educating farmers across the country on early detection of diseases and pests. Through our experienced agronomists, we are doing more farmer demos, field days and trainings.

A key area where we have succeeded is in the control of Thrips mainly in Onion growing regions in Tanzania and neighbouring countries.

We recorded good results to control this pest using **PROFECRON 720 EC**.

**Vegimax** has been another key product that farmers are adopting effectively throughout Tanzania. Mr. Tumsifu from MOMBO TANGA district confirmed that had it not been for this product he would have left farming because he has tried all other foliar fertilizers but none seems to give the results that **VEGIMAX** gives.

As a result of utilising these **Agriscopes** products, the farmer says when he takes his produce to the market consumers scramble for it because of the following features:

- Good visual appeal
- Good weight
- Uniformity
- Good taste

He advised farmers to adopt and use this natural nutritional product and be successful.



**EASEED** Agronomists visits a farmer, Mr. Mbazi, and introduce him to ASCORIS and EUREKA



Farmers attending NANE NANE show in Arusha listening to the benefits farmers are getting after using Vegimax



Happy farmers displaying samples issued to them by **EASEED** agronomist in RWANDA village (MBOZI) in MBEYA, Tanzania

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Uganda

The Chairperson of Greater Masaka Agro-Dealers Association exhibits the outstanding performance of **Maize Ahadi WE 1101** at Kyabakuza in Masaka District during the field day which was attended by 150 participants including 20 Agro-Dealers, 20 extension service officers and farmers.

**Maize Ahadi WE 1101** is a high yielding drought tolerant maize hybrid. It has good husk cover that protects the grain from damage by birds and weevils. It has a yield potential of 25 - 30 bags of 90kgs per acre.

**Maize Ahadi WE 1101** is tolerant to leaf blight, MSV and grey leaf spot.



During the Maize Ahadi Field Day in Rwimi (a Maize growing hub in Rwenzori Sub Region) it was evident that Maize Ahadi performed better than other hybrids even when there was drought in the area; it was very clear that Ahadi thrived amongst other Maize varieties.

Participating farmers committed to plant maize Ahadi WE 1101 in the first season of 2017 and subsequent seasons.



1



2



3



4



5

1. Promotion of Ascomine Willosate & losate/Ascosate in Western Uganda in the maize growing area.
2. Stockist and Farmer Tasting the Sweetness of **Watermelon Sukari F1**.
3. Arua Church Members with **Watermelon Sukari F1**.
4. Arua farmers adopt growing of **Cabbage Baraka F1**
5. Agro dealer promoting **Vegimax** to farmers in Lira

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Tanzania

Tanzania experienced drought in 2015 and 2016 making it very difficult for rain fed agriculture.

The Government and all the stakeholders were forced to change their focus towards irrigation which seemed to alleviate crop failure in areas where irrigation was possible.

This system had its own limitations as the rivers failed to retain sufficient water and the little left was reserved for animals and domestic use in some areas.

Farmers have gone further to drill boreholes and deep wells, an exercise with high cost implications. Greenhouse farming, change to high yielding hybrids and good product information will provide good solutions towards this challenge.

**EASEED** team continue their efforts in providing a long lasting solution to this enormous challenge. Through research we have come up with better hybrids for the Tanzania market especially in TOMATO, ONION, CABBAGE and MAIZE .

In collaboration with other stakeholder like FIPS AFRICA, AGA KHAN FOUNDATION and WORLD VISION we were able to reach out to individual farmers who gave testimonials to our high quality hybrid seeds carefully selected to satisfy farmers needs and meet consumer expectations.

Tomato BINGWA F1, Tomato NURU F1, Cabbage CHINESE GREEN ROCKET F1 and Watermelon SUKARI F1 have remained the farmers choice.

To ensure better service to our Tanzania farmers, the company is investing in more promotional field activities to set up more farm



A visit by **EASEED** Agronomists to Mr. Ali's farm on Tomato Nuru F1

demonstrations, conduct more field days and farmer/stockist trainings across Tanzania.

It is envisaged that more tanzania farmers will adopt our new product releases faster and hence improve their outputs and quality of farm produce.

One farmer in Moshi Mr. Mgumu said Tomato BINGWA F1 has made him a millionaire after investing Tsh. 5.6 million in 1¼ Acres of land and realized a net profit of Tsh.15 million. This is what he had to say about this high quality hybrid seed;

- Very high fruit setting
- Very vigorous growth and early maturing
- Long shelf life
- Red attractive oval fruits

He advised farmers to go for TOMATO BINGWA F1 and join his millionaire club.



Maasai Women Group from Katesh in Northern Tanzania admiring healthy Green Rocket F1 in Nane Nane Show In Arusha.



Farmers in Cherekani listening keenly to our Agronomists on Tomato Bingwa F1 farming tips



Innovation • Value • Progress

Zambia

In the last quarter of the year 2016, Syova Seeds Zambia Ltd started operations in Lusaka. Syova is the international brand for the African farmers. This is part of the company's expansion strategy and is expected to help serve the Southern Africa markets more efficiently.

Syova Zambia is located on Chinika road, off Mumbwa road in Lusaka and has a modern warehouse and sales, distribution and customer service facility. Syova offers high quality vegetable seeds with premium OPVs and superior hybrids.

To ensure crop protection, Syova has a wide range of Agriscope brand products; they include herbicides, pesticides and fungicides. We will soon introduce crop nutrition products to further present more choices for the Zambian farmers and the larger Southern Africa farming communities.



Syova Seeds (Zambia) Ltd. Warehouse



Syova Seeds (Zambia) Ltd. Retail Shop

# EASEED® Events



EASEED Agronomists training farmers on Water Melon Sukari in Busia



EASEED Agronomists visits a small scale Cabbage Zawadi F1 farmer in Njabini, Nyandarua County



Farmers admire Tomato Nuru F1 at Bungoma field day.



Freeman Agrovet proprietor Mr. Patrick (Second Left) in Mt. Elgon appreciates exemplary performance of Onion Early Red Max in Mt. Elgon, Bungoma County



Harvesting festival of EASEED Carrot Nantes in Mau Narok - Nakuru County



Mr. Martin, EASEED Carrot Nantes farmer gives a testimony of bumper harvest



Farmers baraza in Marigat, Baringo County, during the Launch of Tomato Bawito F1



Farmers training on use of pesticides at Kwa kyai irrigation scheme in Kibwezi, Makueni County



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