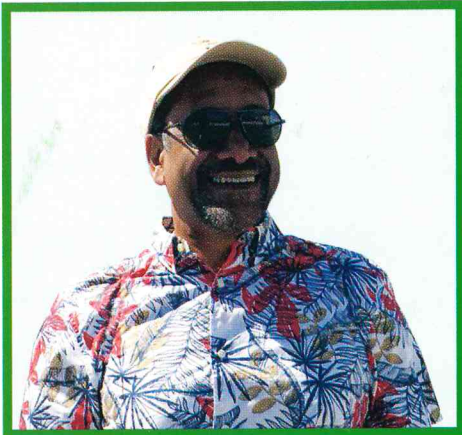




East African Seed Co. Ltd.

Africa's Best



Greetings!!!

We are pleased to bring you our 33rd edition of our newsletter highlighting latest **EASEED** news, events and latest technologies in seed and agrochemicals.

In the recent past, discussions on improvement of agriculture sector in Africa has taken centre stage. Agriculture employs majority of Africans and is key to economic prosperity hence discussions on how to make agriculture sector better is timely when Africa is home to 1.2 billion people with a mounting challenge to feed her people.

At **EASEED**, armed with rich experience in the African market (Since 1972), we are increasing our investment in research & development, production and distribution of high quality seeds and agrochemicals that are in sync with the changing agricultural environment, farmers and consumer needs.

To accelerate early adoption, we continually organise farmer trainings through demonstration farms.



We are utilising ICT in our interaction with our farmers as we seek to continually build a stronger relationship with the farming community.

This platform enables us to timely communicate and get feedback from our farmers. We continually strive to extend our robust distribution network in Kenya, Tanzania, Uganda, Rwanda and recently Zambia, through our international brand **Syova**.

In March 2018, we held a successful annual **EASEED** National Farmers Day and the Top Customers Meet at Wambugu Farm, Nyeri, Kenya where farmers and distributors attended the event. It is through such platforms organised across the region that enables **EASEED** to train farmers on latest technologies.

At the farm we demonstrated crops of our latest seed technologies including vegetables, maize and pasture. **Maize Tosheka (MH401)** emerged top winner for farmers from low altitudes while **Maize Hodari (MH501)** won the hearts of farmers from mid altitude zones due to their early maturing and high yielding characteristics. In the vegetable demonstration crops, **Onion Red Sanga F1** and **Tomato Safa F1** (a bacterial wilt tolerant variety) attracted huge attention from farmers due to their exemplary performance. **Vegimax** (an organic plant foliar fertiliser) continued to receive commendations from farmers as farmers were happy with its results through their continued use of the product.

Progressively, we continue with our tireless product development, (R & D) in ensuring that we meet the ever changing demands of our farming community.

We have introduced in our range fodder crops i.e. **Fodapea** and **Desmodium Green Leaf** to cater for the livestock farmers.

Soon we shall be unveiling new agrochemical products through our crop protection division, **Agriscope**, which will complement our efforts towards better control and management of pests and diseases.

Currently, in response to control and management of Fall Army Worm in maize, we recommend **Swift (Lambda cyhalothrin)** and **Alphascope (Alphacypermethrin)** in Kenya while **Profecoron (profenofos)** is effectively being used in Tanzania and Uganda.

In pursuit of deepening partnership in delivering innovative agricultural solutions to our farmers, we have partnered with BASF in distribution of their selected crop protection products. In addition, our partnership with Monsanto is getting stronger as we are now distributing their vegetable seeds in Kenya and Zambia.

Visit our regional offices for more information and we look forward to getting your feedback on customercare@easeed.com

Jitu Shah
Managing Director

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NEW PRODUCTS



Tomato - BWT Safa F1

- Vigorous Semi determinate type hybrid tomato
- Harvesting starts from 65-75 days after transplanting
- Fruits are blocky oval/Square in shape
- Deep red, medium sized fruits
- Good fruit firmness and long shelf life
- Highly tolerant to BW, TYLCV & Verticillium
- Heavy feeder / suitable for prolonged harvesting
- Good heat tolerance



Onion - Beta F1

- Early maturing (80-90 days) short day variety
- High yielding, uniform and firm bulbs
- Bulb shape: Full round to globe
- Attractive deep pink red, medium sized bulbs
- Excellent curing & storage ability
- Tolerant to purple blotch and downy mildews
- Yield potential up to 22 tons/acre



Capsicum - Green Gold F1

- High yielding variety with excellent fruit set
- Ideal for both open field and green house cultivation
- Fruits are large blocky in shape
- Dark green thick walled fruits suitable for long distance transportation
- Strong robust plant that protects the fruit against sun scald
- Excellent keeping qualities
- High tolerance to Potato virus Y (PVY), Bacterial spot and tobacco virus



Tomato - Mwangaza F1

- High yielding determinate type variety for bush and staked production
- Medium to big size uniform fruits
- Fruits are deep red, oval to oblong in shape
- Good fruit firmness suitable for long distance transport
- Shelf life of upto 3 weeks
- Tolerant to TYLCV and blights
- Yield potential 30-35 tons per acre under good agronomic practices



Sweetcorn - Golden Hybrix F1

- Dark green strong robust plant with double cobs
- Maturity: 80 days after sowing
- Attractive Golden Yellow colour flint type grains
- Ear shape: Conical cylindrical • Ear length: 16 - 18 cm
- Taste: Very sweet and tender
- Excelling keeping quality / Shelf life
- Suitable for pre-pack and processing markets
- Highly tolerant to MSV and corn leaf blights

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TANZANIA HIGHLIGHTS

As we proceed through the process of modernising farming technologies, **EASEED** Tanzania has moved with speed in introducing hybrids that answer questions pertaining to good taste, colour, high yields and longer storage characteristics. Farmers are now smiling all the way to the bank after receiving good financial returns on investment after cultivating these varieties. Some of the hybrids that gave outstanding performance were Tomato **Nuru F1**, Cabbage Chinese hybrid **Green Rocket** and Sweet pepper **Big Bell**.

One of our stockiest in Njombe **MR. MHELELWA** of **MNYAGANDA STORES** had this to say "During this season I have noticed that many farmers are looking for hybrids from **EASEED**", he took note of **Cabbage Baraka F1** which seem to be the choice of farmers in the southern region. We have asked the farmers what is the main reason and a big number said the cabbage had the following attributes"

- **Maturity: 80 -90 days**
- **High yielding, dark bluish green round & compact heads**
- **Weighing about 4-6 Kgs**
- **High tolerant to black rot and fusarium yellows**
- **It has good field holding capacity**
- **Yield potential: 44-56 Tons per acre**

AGRISCOPE.

In the first quarter of the year Agriscope led a task of controlling *downy mildew* disease in onions in the major onion growing regions. This problem saw thousands of acres of onion crop go to the drain mainly in Mbeya and Manyara regions sending the onion prices sky rocketing. Swiftly Agriscope staff held a meeting to make sure that this particular disease would not deprive farmers and traders their earnings from this important crop

We selected very effective chemicals that have already restored hope on this crop by introducing the farmers to **ASCONIL** and **TWIST** fungicides. Farmers are now happy on the performance and hope is now restored.

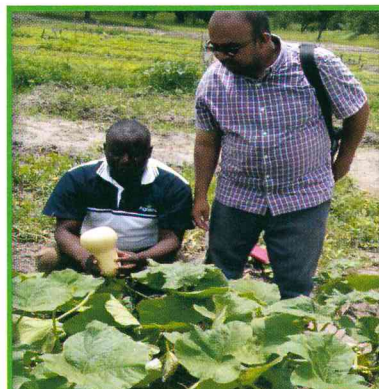
In February Agriscope was invited by **NAFAKA** an **NGO** sponsored by **USAID** to train their farmers networks in the southern highlands of **IRINGA**, **MAFINGA** and **MBEYA** on control of Fall Army Worm. **PROFECRON** insecticide became number one choice for farmers and promised to continue conducting more farmers trainings on management of Fall Army Worm.



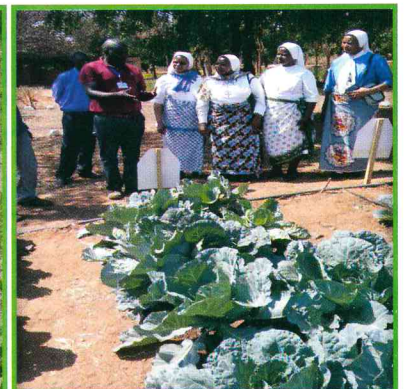
The heaviest watermelon fruit in Tanzania weighing 19.5Kgs in Urambo, Tabora from Mr. Norascos farm, a youth who has made millions from growing Watermelon Sukari F1.



EASEED staff weight-lifting three Watermelon Sukari F1 fruits from a farm in Nzega, Tanzania.



EASEED Agronomists training Mr. Ashraf at Maltu Tumbi Agricultural Institute on the benefits of EASEED Squash butternut Waltham which is becoming a popular diet for children.



Catholic nuns receiving training from EASEED Agronomist on nutrition benefits of Collards Mfalme F1 in Dodoma, Tanzania.



EASEED demonstration crop for Sweet Pepper Big Bell in Dodoma, Tanzania. The sweet pepper has become popular in the region.



Onion Red Queen F1 demonstration plot in Ruaha, Mbuyuni, Tanzania where Asconil & Twist fungicides were used to control Downy Mildew



EASEED Agronomist training farmers on usage of Agriscope products at Galapo, Bahati region, Tanzania

Quality seeds for the next generation with **EASEED**

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UGANDA HIGHLIGHTS

The Farmers at Katosi during the **EASEED** Field day were impressed and challenged by the performance of Tomato BAWITO F1. It was observed by the farmers that only two plants wilted (late after fruiting) in a quarter acre. The host farmer is the owner of Katosi Farm Supply, said that she was expecting to get about 100 boxes each 100kg which gives a yield of 10,000 kg in quarter of an acre. She further said that she had not yet seen a tomato which is tolerant to wilt as BAWITO F1.



Farmers appreciating excellent performance of Tomato Bawito F1 (a bacterial wilt tolerant variety) during **EASEED** farmers field day at Katosi, Uganda.

Farmers are embracing Onion Red Queen F1 promotion in onion growing areas as well as in the new opportunity areas with potential for onion production. Any farmer capable of planting one acre can buy 1.5kg of Onion Red Queen F1 Seeds and win 50kg bag of DAP fertilizer and 1 Ltr of Profecron. At **EASEED** Uganda we have Agronomists who will help farmers in their farms to ensure they manage their crops well in order to get better yields.



EASEED staff training one of the beneficiaries of Onion Red Queen in Mubuku Irrigation Scheme in Kasese District to establish and manage the Nursery Bed.

NCBA CLUSA Uganda in partnership with **EASEED** is implementing a five-year project with youth between the ages of 18 to 24 years in the districts of Masindi, Kiryandongo, Kole and Dokolo. The Youth Empowerment through Agriculture (Y.E.T.A) project helps youth develop sustainable commercial enterprises through on and off farm trainings.



Nursery establishment training conducted by **EASEED** staff in partnership with NCBA CLUSA, Uganda.



Youth in Masindi District, Bunyoro Sub region in Mid-Western Uganda being trained by our Field Assistant in establishing and managing a nursery bed in an effort of promoting Horticulture in partnership with NCBA CLUSA.



EASEED Uganda has got a permanent home on Plot 888 & 2981 Bombo Road Kawempe opposite Tick Hotel just about half a kilometer from our old premises before Kawempe town center. We have now expanded our capacity and improved our infrastructure to a large extent, and are now ISO 9001:2008 Certified Company. At **EASEED** you are assured of high quality and superior products.



EASEED has embarked on establishing more strong and strategic partnership with NGO's in order to reach the farmer in different areas together with NCBA CLUSA, Caritas, Palladium, and Mercy Corps and Feed the Future, demonstrating superior technologies and training of farmers in farming as a business and crop management.

Quality seeds for the next generation with **EASEED**

NEW PESTICIDES INTRODUCED FOR EACH COUNTRY

COUNTRY	TRADE NAME	ACTIVE INGREDIENT	CATEGORY
UGANDA	TORNADO 75 WP	Carbendazim 12% +Mancozeb 63%WP	FUNGICIDE
	PROTECT 72 WP	Cymoxanil 8% + Mancozeb 64% WP	FUNGICIDE
	RAPID 50 SC	Carbendazim 50% SC	FUNGICIDE
	RICOPE 2-4D	2-4 D Amine Salt	HERBICIDE
	CONQUER 75.7 SG	Glyphosate 75.7% SG	HERBICIDE
	THRASH 56 EC	2, 4-D Amine Salt 20% + Propanil 36% EC	HERBICIDE
TANZANIA	PROMISE 14.5 SC	Indoxacarb 145 gm/l	INSECTICIDE
	CYFOS 44 EC	Profenofos 40% + Cypermethrin 4%	INSECTICIDE
	ASCOSATE 480 SL	Glyphosate 360 g/l	HERBICIDE
	RICOPE 2-4D	2-4D Amine Salt	HERBICIDE
	ASCOZINE 90 WDG	Atrazine 45% + Simazine 45%	HERBICIDE
	PARODY 25 EC	Propiconazole 250 gm/Lit	FUNGICIDE
ZAMBIA	QUICK 50 SC	Carbendazim 50% SC w/v	FUNGICIDE
	PROTECT 72 WP	Cymoxanil 8%+ Mancozeb 64% WP	FUNGICIDE
	TARZAN 70 WP	Thiophanate Methyl 70% WP	FUNGICIDE
	MAGIC 50 EC	Malathion 50% EC	INSECTICIDE
	HAMMER 50 EC	Profenofos 50% EC	INSECTICIDE

EASEED EXPORT MARKET HIGHLIGHTS



Product Display at **EASEED** Rwanda Branch

EASEED has established an Export Market office based in Uganda in a bid to reach out to farmers in neighbouring countries. So far, we have been able to serve farmers in Burundi, Democratic Republic of Congo and South Sudan.

There are several Non-governmental Organisations and other development agencies dealing with agricultural enterprise especially in the rural areas, who buy seeds and agrochemicals and distribute to their cluster of farmers in different regions. Contact us today at our Kampala office for more details.



EASEED Demonstration plot preparation ready for planting at Murindi Agricultural Show in Kigali Rwanda.



EASEED Demonstration plot for Cabbage Fanaka F1 nursery

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ZAMBIA

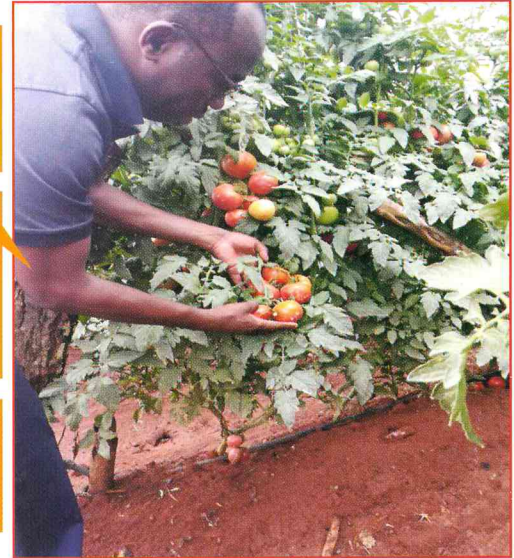
Syova has been operating in Zambia since October 2016, supplying high quality vegetable seeds and agrochemicals in the Zambian market and neighboring Southern African countries. Farmers in Zambia who have planted Syova seeds have experienced and witnessed the benefits of using our high quality seeds and have recorded high yields. We have partnered with a network of distributors across Zambia, who are our key partners helping us in delivering the much needed high quality seeds and agrochemicals to our local farmers.



A farmer attending to his Tomato Nuru F1 at Lusaka West, Zambia.



EASEED Staff inspects a hybrid tomato demo at Kasisi area, Zambia



Cabbage Fanaka F1 farm, Zambia

EASEED EVENTS



1. Aerial view of **EASEED** demonstration crops during the annual National Farmers Day at Wambugu Farm Nyeri Kenya.
2. Ms. Peninah of Jupiter Farmput Karatina Kenya sharing her experience of 18 years with **EASEED** as a distributor.
3. Mr. John Kimeu (Onion Farmer) sharing his experience with **EASEED** Onion Red Sanga F1.
4. **EASEED** Staff training farmers on Onion Beta F1 and use of Agriscope agrochemicals.
5. **EASEED** Staff appreciating exemplary performance of Maize Hodari.
6. Ms. Milka Wangai, Crops Officer, Nyeri County Government, Kenya, addressing **EASEED** distributors during the annual Top Customers Meet 2018 at Wambugu Farm, Nyeri.

UPCOMING EVENTS

1. Eastern Africa grain council agribusiness expo at Kihonda demonstration farm in Masindi district 22nd - 23rd June 2018
2. Source of the Nile National Agricultural & trade fair at Jinja show grounds from 6th - 15th July 2018
3. TCM Uganda & Rwanda to be held in Kampala June 2018
4. TCM Mbeya Tanzania in September 2018 and Mwanza Tanzania in October 2018
5. Farmtech Fair Naivasha October 2018
6. Wambugu Farm farmers field day, Nyeri, 27th - 28th July 2018



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