



East African Seed Co. Ltd.

Africa's Best



Greetings!!!

EASEED's consistency and pursuit of innovation, production and distribution of high quality seeds and agrochemicals got rewarded when a research conducted by the Amsterdam-based Access to Seeds Foundation ranked **EASEED** top in Access to Seeds Index in Eastern and Southern Africa, for significant contribution towards growth of smallholder farmer productivity.

EAST AFRICAN SEED CO. LTD.



Access to Seeds
Index

Ranked

No. 1

**in Eastern &
Southern Africa**

Our broad product portfolio and large network of extension staff and distribution network across the region stood out in the research.

This has led to faster adoption of our technologies and contributed to improved livelihood of our farmers across the region.

Dynamic consumer trends and demands resulting from extensive food awareness, emerging noxious pests and diseases, changing regulatory and quality policy frameworks which guides food production and consumer protection, unpredictable weather patterns, shrinking of available land resource for crop production, increasing population and many other factors affecting the entire food value chain, this calls for concerted efforts from every stakeholder to innovate tailor made solutions to maximise output from the available limited resources in food production while ensuring food safety.

Over the years, **EASEED** has been at the forefront in ensuring that her seed and agrochemical technologies are available to all farmers at their convenience while packed in different pack sizes suitable to farmers' preferences, even into the remote areas through our wide network of distributors in the region.



With a team of trained and experienced agronomists present in all our markets, we train farmers on use of our seed and agrochemical technologies in a bid to assist farmers achieve the full potential in crop production.

I wish everyone a productive season and urge all farmers to experience "Africa's Best" in their farms.

Jitu Shah
Managing Director

In This Issue:

MD's Message

- EASEED** - New Products
- EASEED** - Tanzania
- EASEED** - Uganda
- EASEED** - Rwanda
- Agriscopes** - News
- Syova** - Zambia
- EASEED** - Events

EASEED

NEW PRODUCTS



Onion - Beta F1

- Early maturing (90 days) short day variety
- Very uniform, firm and high yielding
- Bulb shape: full round to globe shape
- Attractive Deep pink red colour medium sized bulbs
- Excellent curing & storage ability
- Tolerant to purple blotch and downy mildews
- Yield potential of up to 22 - 25 tons per acre



Tomato - BWT Safa F1

- Semi/long determinate bacterial wilt resistant hybrid for open field production
- Strong vigorous plant with good foliage suitable for both dry and rainy seasons
- Fruits are blocky oval/Square in shape
- Shiny deep red, uniform medium sized fruits (100 -120 gm)
- Good fruit firmness and long shelf life
- Intermediary resistant to bacterial wilt & Highly tolerant to TYLCV, Verticillium & ToMV
- Yield potential of up to 35 tons per acre under good agronomic practices



Sweetcorn Hybrix 53

- Widely adapted Superior hybrid with outstanding yields and stability
- The plants are tall, very strong & vigorous and have a height of 210 - 230 cm
- Matures in 80-90 days after planting with double marketable cobs
- Attractive dark green husk, large ear size & excellent husk cover with excellent tip fill
- Very attractive golden yellow colour flint type kernels and uniform ears with an average length of 18-20 cm
- Suitable for Green cob (Pre pack/Processing markets) and Fodder
- Resistance to Northern Corn Leaf Blight (NCLB), rust and Intermediary resistant to Maize dwarf mosaic virus



HODARI (MH 501) - MEDIUM ALTITUDE, TOP HYBRID

- Matures in 110-120 days after planting
- High stable yields & Double cobbing with 28-32 bags / acre
- Very strong stalk & No lodging
- Good protection against ear rots, tolerant to Turcicum leaf blight, GLS & MSV
- Excellent milling quality
- Very uniform & appealing plant type
- Stay green plants, well suited for fodder

Micronutrient Rich Beans

Angaza (KMR 11):

Determinate plant with an average height of 35-40cm. Matures in 80-84 days, yield 8-12 bags per acre. Seeds are speckled sugar, medium size and kidney shaped. Contains high content of iron, zinc protein, calcium and fibre.



Faida (KMR 13):

A semi-climber (has tendrils) plant with an average height of 35-40cm. Matures in 84-85 days. Seeds are large and kidney shaped. Contains high content of iron, zinc protein, calcium, important vitamins and fibre.



EASEED

TANZANIA HIGHLIGHTS

Bacteria wilt disease continue to spread in tomato growing areas in Tanzania. Major areas affected are Morogoro, Lindi, Mtwara and Zanzibar. East African Seeds Company introduced Tomato Safa F1 and Tomato Bawito F1, varieties that are tolerant to bacteria wilt.

Through Aga Khan foundation we successfully introduced tomato Safa F1 in Lindi and Mtwara through field days done in February and reinstated hope in tomato farming an exercise that had stopped for a while due to this menace of Bacterial wilt.

Morogoro Tomato farmers through FtFt MnM programme who promoted production of Tomato Bawito F1 successfully, appreciated EASEED for their efforts in combatting the disease by introducing bacterial wilt tolerant tomato varieties.



Mrs. Ajali Moyo from Ilundo AR farmers "Vikoba" group at Rungwe District receiving a hand of congratulations from a Mbeya cabbage buyer for the best FtFt MnM Cabbage Fanaka F1 demo in the southern region, Tanzania.

SUCCESS STORY

Farmers from Ilundo village group who succeeded in getting Tsh. 2,000,000 from growing Cabbage BARAKA F1, have decided to create a local financial lending facility with this money attained through the EASEED and FTFT MNM project. Farmers will borrow this money and start small farming activities that will uplift their living standards.

"I will never forget the day I met East African seeds staff who gave me Tomato Mwangaza F1 and Tomato Segar F1 seeds that changed my farming career. The seeds mentioned above made me make a big fortune which made me to shift from a mud house to stone and iron corrugated house which I built from the proceeds I got from the seeds above. I took my son to a nice boarding school in Nzega from a local school with the same money. LONG LIVE EAST AFRICAN SEEDS"

by Mr. Daudi Masanja a farmer from Nzega district, Tanzania.



Youth and women makes a fortune after planting ½ an acre of Cabbage Fanaka F1 and harvested 777 heads of cabbages with a value of Tsh. 2,000,000 a record that has never been achieved by any farmer in Ilundo Village region, Tanzania.



Above is Kikobwe women farmers group at Iringa rural, a government formed Sacco operating a drip irrigated demo for Tomato Segar F1 and Cabbage Fanaka F1 varieties already accepted in the region



Farmers showing the best carrot Nantes from East African seeds company in Ngilani Village in Iringa Rural.



A field day through (FTFTMNM), EASEED/USAID joint program for cabbage Fanaka F1 in Kiwelu valley in Mafinga southern highlands, Tanzania.

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

EASEED

UGANDA & RWANDA HIGHLIGHTS



UGANDA
Figure 1: Uganda's Agriculture Minister Hon. Vincent Sempijja tours **EASEED** stand appreciating Tomato Bawito F1
Figure 2: Farmers training conducted by **EASEED**
Figure 3: Sierra Leone President, HE. Julius Maada Bio (Fourth-Left) and Agriculture Minister Vincent Ssempiija (Left) at **EASEED** display at Namunkekeru Agro-processing Industries Ltd in Nakaseke District



RWANDA
Figure 4&5: **EASEED** Sales Agronomist training farmers on Tomato Bawito F1 during Kigali International Agricultural Show
Figure 6: Farmers visiting **EASEED** stand during Kigali, International Agricultural Show, Rwanda, June 2019

YOUNG FARMERS CORNER



Tomato Bawito F1 At Thabiti farm

At **EASEED** we continue to offer agronomy training to young farmers as a followup gesture after they purchase our products. We recently caught up with a newly young farmers group at their Thabiti farm located at Ruai (Outskirts of Nairobi city Kenya) growing our Tomato Bawito F1. In our conversation, they shared their farming experiences captured in the following interview.

1. Who is Thabiti Farm?

Thabiti Farm is a group of four young farmers from different professional backgrounds with a passion for farming. We have Cecilia Njeri, an auditor by profession, Teresa Ndugo, a director at a Nairobi school, Mwangi Gachui, a Masters student in Project Management and Eva Nyawira, an entrepreneur and an environmentalist

2. Do you have any training or experience in Agriculture?

No. This was our first ever farming experience.

3. How did you get interest in farming/agriculture?

We are members of the Rotary Organization where we serve the community together. One day we had travelled to Mwanza, Tanzania for a community project and we were sitting in a hotel room after visiting village communities in Mwanza who sourced their livelihoods from farming and their successful stories inspired us. We realised that we all had a passion for farming but did not know where to begin.

When we got back to Nairobi we did research and attended a few agricultural forums in pursuit of knowledge in agriculture. We first thought of bamboo farming and pursued it but we later decided that was not for us.

One Saturday afternoon, we met Nima Shah (**EASEED** Director) during a mentorship session where we are a part of and we got to talk and she offered us help. This was the break we had been waiting for. We took the help and ran with it.

4. What was the first crop you planted and how was the experience?

We visited **EASEED** offices and sought professional advice where their Agronomist advised us to plant Tomato Bawito F1 since we wanted to begin our farming experience with Tomato farming. The experience was good as we had expert advice until our first harvest.

5. Were you farming for commercial purposes or family use?

We planted for sale because we wanted to do agribusiness

6. What challenges do you think first time young farmers go through and how can they overcome it?

We experienced several challenges during our first farming experience however we learnt that to overcome these challenges you need involve experts in crop production and conduct market surveys especially market timings.

You need to be well equipped with adequate information in all aspects from crop production, human resource management and market information if not sure seek help/information from trusted sources so as to be in control of your investment.

7. What lessons have you learnt from farming as a young farmer? Any improvement on your lessons?

- Keep pursuing your farming dream and vision and never give up. Document everything.
- Learn from experienced farmers, they are the greatest source of information because they have seen it all.

8. Can farming offer a decent employment and income to the youth?

- Yes it can. From our experience, when farming is done in the right way, it can be a lucrative and a well-paying enterprise.

9. What's your message to the youth willing to venture into farming?

YOU CAN DO IT. Have a very good plan and prior planning. Also be willing to work and "get dirty." Be patient to learn everything that is involved in farming i.e. farm location, access to quality farm inputs, crop husbandry, post-harvest management and marketing. !



Comedian Prof. Hamo of Kenya sharing light moments with young farmers during 2019 Top Customers Meet at Soil, Thika

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

HIGHLIGHTS

Agriscope Tanzania

Agriscope continue to endeavour in reaching many farmers in Tanzania and far beyond the borders. We appreciate the support we have received from farmers in every sector dealing with chemicals as we provided an integrated solution to the community of farmers.

In realizing current and future challenges in crop protection Agriscope has introduced a foliar fertilizer known as Mazao which includes Mazao Total, Mazao Vegetative, Mazao Fruit & Flower to boost crop productivity through crop nutrition.



Tanzania Hon. Minister for agriculture Mr. Japheth Hasunga signing agriscope visitors book at TPRI exhibition in Arusha.

Agriscope Kenya

We are pleased to introduce the following pesticides to farmers. We believe with introduction of these new technologies will help farmers effectively manage emerging crop pest and diseases

RAPTOR 1.92 EC (Emamectin Benzoate 19.2 gm/lit)

INSECTICIDE USED FOR THE CONTROL OF CATERpillARS IN TOMATOES, CAPSICUM AND OTHER VEGETABLE CROPS



METACHLORO 720 WP (Metalxyl 8% + Chlorothalonil 64%)

FUNGICIDE USED FOR THE CONTROL OF BOTRYTIS & DOWNY MILDEW OF ROSES AND TOMATOES



EUREKA 80 WP (Mancozeb 800 gm/Kg)

IS A WETTABLE POWDER FUNGICIDE FOR THE CONTROL OF DOWNY MILDEW ON ROSES & EARLY AND LATE BLIGHT ON POTATOES AND OTHER DISEASES OF VEGETABLE CROPS



COP-POWER 50 WP (Copper-oxchloride 500 gm/Kg)

A WETTABLE POWDER FUNGICIDE USED FOR THE CONTROL OF EARLY AND LATE BLIGHT ON TOMATOES & COMMON BLIGHT, BROWN SPOT, RUST, LEAF SPOT ON OTHER VEGETABLE CROPS



ZAMBIA

HERBICIDE	INSECTICIDE	FUNGICIDE
<p>ASCOSATE 480 SL (Glyphosate 360g/ltr) A non systemic herbicide for the control of grasses, broad leaved weeds including couch grasses & kikuyu grass.</p> <p>ASCOMINE 2-4D (2-4D Amine 720 g/ltr) Post emergence selective systemic herbicide for the control of broad leaves in Wheat, sugarcane & Pastures.</p>	<p>LAMDASCOPE 5 EC (Lambdacyhalothrin 50 gm/ltr) Broad spectrum insecticide to control if insect pest for all types of vegetables, cotton, Maize)</p> <p>PROFECRON 720 EC (Profenophos 720g/ltr) A broad spectrum non-sytemic insecticide having quick knock down effect to control aphids, mites and other sucking pests on vegetables, cotton, pulses, tobacco and in other crops.</p>	<p>ASCOZEB 80 WP (Mancozeb 800gm/kg) A broad spectrum fungicide for the control of fungal diseases on vegetables, potatoes, fruits and ornamentals.</p> <p>EUREKA 75 WP (Carbandezim 120g / kg + Mancozeb 630gm/kg) A systemic and contact foliar fungicide for the control of foliar and root diseases of potatoes, tomatoes & downy mildew of ornamental crops.</p>



Agriscope 16ltr knapsack sprayer is your best partner in crop spray applications.

EASEED EVENTS



Picture 1: EASEED Agronomist training farmers during EASEED Farmers Field-day in March 2019 at Silver Oak Farm, Thika Kenya

Picture 2&3: EASEED Agronomists training farmers on EASEED products in Loitoktok

Picture 4: Farmers at Loitoktok, Kenya interacting with EASEED Field Agronomist during village farmers field day - February 2019

Picture 5: EASEED Sales Staff pose for a photo in readiness for a door-to-door cabbage campaign in Nyeri, Kenya

Picture 6: Farmers training at a village Baraza in Homabay, Kenya

Picture 7: Kenya's Agriculture Principal Secretary Prof. Hamadi Boga appreciating Pepper Green Gold during 2019 Top Customers Meet at SOIL, Thika, Kenya

Picture 8: Farmers Visiting EASEED demonstration plot during the Farmers Field Day

Picture 9: Taking farmers contact details and records for future follow-up during a farmers field day



East African Seed Co. Ltd.

Africa Headquarters:
Dakar Rd, Industrial Area, Nairobi Kenya
P.O. Box 45125 - 00100 GPO Nairobi - Kenya.
+254 20 6652101 - 4, +254 6555356 / 6555369
+254 734 333161 +254 722 207747,
info@easeed.com

Tanzania
Eso Road, Arusha Tanzania
P.O. Box 14455, Arusha - Tanzania.
+255 272545756
+255 789 589 589
info.tz@easeed.com

Uganda
Kawempe Road, Kampala Uganda
P.O. Box 3678, Kampala - Uganda.
+256 414566585
+256 772 583 783
info.ug@easeed.com

Zambia
Plot No.10439, Shop No. 15, Off Katanga Road,
Chinika Industrial Area, Lusaka Zambia
P.O. Box 37225 Unit 2 Lusaka - Zambia
+260 950 477 651
info.zambia@syova.com

Rwanda
92, KN 1 Road, Avenue Nyabugogo, Kigali Rwanda
P.O. Box 873 Kigali - Rwanda
+250 789 920 635
info.rwanda@easeed.com