

# East African Seed Co. Ltd.

## Africa's Best



Since establishment in 1972, EASEED has been at the forefront in modeling farmer practices and agricultural activities in the region through provision of modern agricultural technologies including high quality seeds and agrochemicals.

Year 2020 has been eventful globally and locally. The regional agriculture sector has witnessed major threats to food security arising from the locust invasion and COVID-19 pandemic. Despite the prevailing harsh conditions, farmers have strongly navigated through these difficult circumstances with the assistance of favorable weather conditions throughout the year.

COVID-19 has presented opportunities for every stakeholder in agriculture sector to innovate on service and product delivery. The pandemic has restricted physical interactions among people, thus, necessitating innovations to fill the gaps. At EASEED, we launched EASEED Mobile Application available on Android and iOS (Apple) mobile platforms. This mobile app provides an opportunity to access our seed and agrochemical technologies on your mobile phones.

Additionally, locust swarms invaded the region causing havoc to vegetation in some parts of Kenya, Uganda and South Sudan. At the receiving end of these locusts were the pasture fields. Kenya recorded swarms of up to 200 billion as confirmed by UN agencies threatening the food of more than 50 million people and livestock, by ravaging thousands of acres of crops and pasture.

To replenish the pasture fields destroyed by the locusts, we have introduced new seed technologies in pasture including Forage Sorghum Sugargraze, Pearl millet Nutrifeed, Rhodes grass Katambora, Lucern Hunter field, Desmodium Green leaf and Sorghum Sudan Grass in our forage seeds portfolio.

Further, we have consistently endeavored to closely work with farmers towards achieving successful farming enterprises at all times. Throughout the region, we have established service centers and shops in pursuit of delivery of our services and technologies closer to all the farmers.

Our service centers and shops in Kenya includes Nairobi (Kijabe Street), Loitoktok and Narok towns, while in Tanzania includes Arusha, Mbeya and Mwanza towns.



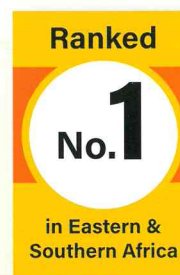
Service centres in Uganda includes Kampala city and Kawempe towns. These centers and shops are supported by a team of field agronomists who on regular basis visit the farmers in their farms to offer agronomy services.

I wish everyone a productive season and urge all farmers to keep safe and healthy as they continue farming while observing the COVID-19 guidelines.

**Jitu Shah**  
Managing Director



Access to Seeds  
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### Sweet Pepper Big Bell

- ▀ A high yield variety, suitable for open field . Ideal for both open and protected cultivation
- ▀ Vigorous upright plants with good cover
- ▀ Matures in 75 days after transplanting, continuous fruit setting
- ▀ Average fruit weight 150 – 200gms
- ▀ Deep green blocky thick walled uniform shape and medium size fruits
- ▀ High disease tolerance to tobacco mosaic virus, pepper mottle mosaic virus, and potato yellow virus



### Onion Beta F1

- ▀ Early maturing 90 days short day variety
- ▀ Very uniform firm and high yielding
- ▀ Bulb shape full round to globe
- ▀ Attractive deep pink red colour to medium sized bulbs
- ▀ Excellent curing and storage ability
- ▀ Tolerant to purple blotch and downy mildew
- ▀ Yield potential upto 22 – 25 tons per acre



### Tomato Lota F1

- ▀ Strong plant habit with early maturity
- ▀ Determinate hybrid for open field cultivation
- ▀ Fruits are blocky to Oval in shape
- ▀ Easy and good fruit set
- ▀ Very firm fruits weigh about 150 – 170 grams
- ▀ Good shelf life & transportability
- ▀ High yielding potential up to 35 tons per acre (350-400 crates)
- ▀ Excellent disease resistances to V & Fusarium wilt 3, Nematodes, Bacterial Speck, TSWV and TYLCV



### Maize HODARI MH501

- ▀ Widely adapted superior hybrid with outstanding yields and stability. Consistent yields in diverse conditions. Good disease tolerance against GLS, Rust, MSV and leaf blights.
- ▀ High stable yields and double cobbing
- ▀ Very strong stalk and no lodging
- ▀ Good protection against ear rots
- ▀ Excellent milling quality
- ▀ Very uniform and appealing plant type
- ▀ Stay green plants well suited for fodder



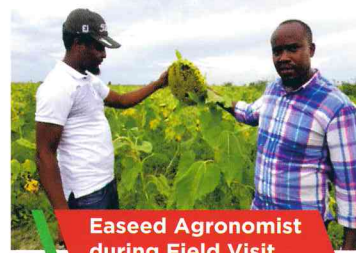
### Maize TOSHEKA MH401

- ▀ An excellent early maturing hybrid with high yields and disease tolerance, especially GLS and MSV
- ▀ Suitable for both the seasons
- ▀ Matures in 90 days
- ▀ Drooping of cobs to prevent ear rots
- ▀ Good for milling and green maize
- ▀ Very uniform and appealing plant type
- ▀ Moderately tolerant to heat and drought

The market is driven by factors as high quality and high yielding seeds used with innovative technology.

Hybrid adoption have increased with a significant rate particularly in Water Melon Segments, Tomatoes, Cabbages and Maize.

East African Seed (T) Ltd has increased efforts towards providing farmers' with solutions by continuously introducing high quality seeds to address current changes in Tanzania Farming systems.



Easeed Agronomist during Field Visit



Michel sunflower crop at Singida region.

Several Hybrid Tomatoes introduced in the market have changed the farmers' perception to farming as profit making venture.

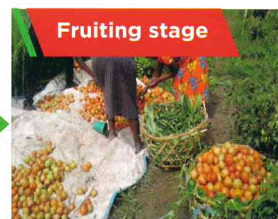
*It's reality that all starts with the seed.*



Early vegetative stage



Fruiting stage



Fruiting stage



Farmer celebrating tomato Mwangaza F1 yields



Maize KH 500-43A at early stages



Maize KH 500-43A at milk stage



KH 500-43A field performance

## AGRISCOPE AFRICA LTD

From the moment a seed is planted through to harvest, crops need to be protected from weeds, insect and diseases as well as droughts and floods, heat and cold.

Our products and solutions protect crop and enhance the ability of plants to defend themselves. For all fungal diseases, we have provided both protective and curative solutions.



Twist 25 EW



Sicozeb 80 WP

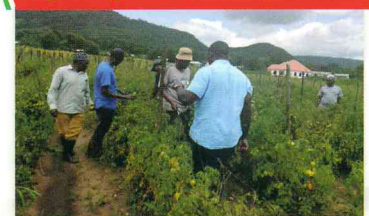


Siconil 500 SC



Agriwin 72 WP

### Agrisclope Extension Services



Agrisclope Africa team with farmers in Babati addressing crop challenges during heavy rains.

In Crop Nutrition:-

- Mazao Super vegetative
- Mazao Super Total and
- Mazao Super Fruit and Flower

All are foliar NPK liquid fertilizer that provide crops with essential nutrients that enhance good crop performance.

- Vegimax(organic foliar Fertilizer)

It's a plant growth regulator that provides your crop with all essential nutrients that contributes in boosting crops immune system hence minimizing crop damage by pests and diseases.



Vegimax



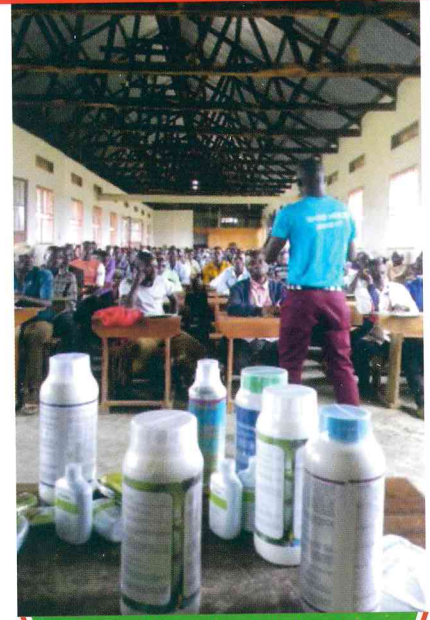
Mazao Super trio



Van selling for delivery of goods to Eastern Uganda



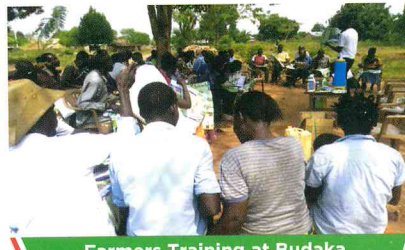
Tomato Safa F1 Field Day in Budaka in March 2020



Farmer's training in Kakuuto in Mid-Western Uganda



Farmers Field Day for Globe Master F1 in Fortportal in Feb 2020.



Farmers Training at Budaka about Hybrid Seeds



Harvest Money Exhibition Tent set up at Namboole Stadium



Stockist meeting in Eastern region



Farmers training in Kamuli Uganda



## EASEED

Africa's Best

# RWANDA HIGHLIGHTS

Tomato Segar F1 - An indeterminate variety suitable for greenhouse production

Tomato Bawito F1 - A bacterial wilt Tolerant Variety

EASEED's Stand during Kigali Agricultural Show, Rwanda

SEGAR F1

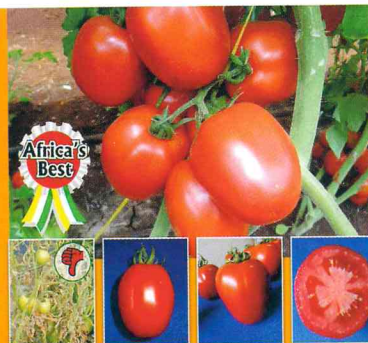


|                       |                    |                   |                    |
|-----------------------|--------------------|-------------------|--------------------|
| Growth type           | Indeterminate      | Maturity          | 75 days            |
| Fruit shape           | Oblong             | Fruit size        | Medium to Big      |
| Firmness & Shelf life | Very Good          | Yield Potential   | 70 to 80 tons/acre |
| Growing Condition     | Green house & open | Disease tolerance | TYLCV, GRS         |

East African Seed Co. Ltd.

Africa's Best...

[www.easeed.com](http://www.easeed.com)



**BAWITO F1**

(Bacterial Wilt Tolerant hybrid)

|             |                  |                   |              |
|-------------|------------------|-------------------|--------------|
| Growth type | Semi determinate | Maturity          | 65 - 75 days |
| Fruit shape | Blocky oval      | Fruit size        | Medium       |
| Firmness    | Good             | Disease tolerance | BW, TYLCV    |

East African Seed Co. Ltd.



A copper Based Fungicide

**New Agrochemicals**

**INSECTICIDE  
GALLOP 25 WG**



*(Thiamethoxam 250 gm/Kg)*

Insecticide for the control of white flies in Cucumber & vegetable crops

**ORGANIC FERTILIZER**



*(Humic & fluric acid based organic soil conditioner and fertilizer)*

- Ideal for organic agriculture and vegetable farming of onions, tomatoes, potatoes and french beans.
- Reduces acidifying effects of inorganic fertilizers.

**FUNGICIDE  
COP- POWER 50 WP**



*(Copper-Oxychloride 500gm/kg)*

Strong broad spectrum Contact & Systemic fungicide with protective, eradivative & curative action

**FUNGICIDE  
EUREKA 80 WP**



*(Mancozeb 800 gm/Kg)*

Is a preventive fungicide for the control of downy mildew, late & early blight in solanaceous plants.

**INSECTICIDE  
RAPTOR 1.92EC**



*(Emamectin Benzoate 19.2 gm/Lit)*

Is a non-systemic insecticide for the control of *Tuta absoluta* in tomatoes and fall armyworms on maize. Controls all caterpillars in various plants.

**FUNGICIDE METACHLORO  
720 WP**



*(Metalaxyl 80 gm/Kg + Chlorothalonil 640 gm/Kg)*

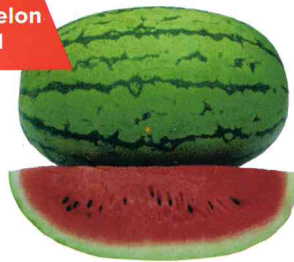
Strong broad spectrum Contact & Systemic fungicide with protective, eradivative & curative action

**Garden peas  
Green Feast**



- Pods are about 8-9cm long and slightly curved
- Dark green in colour. Sweet and tender peas
- Matures in 70 - 75 days from planting

**Watermelon  
Sukari F1**



- Harvesting starts after 72-85 days from sowing
- Fruits are oblong in shape with an average fruit weight of 7-8kg some may grow to upto 12kg
- The flesh is deep crimson with good granular texture and high TSS (12-13%)
- Good rind thickness, suitable for long distance transport

**Cabbage  
Zawadi F1**



- High yielding hybrid takes 90 - 100 days after transplanting
- It produces slightly flat topped, bluish green, firm and compact heads weighing 5-6 kg
- Excellent uniformity, withstands long distance transportation
- Excellent cold tolerance and good field holding capacity



**Vegimax (Plant Growth Regulator)**



**Sicomil 90 SP (Insecticide)**



**Conquer- 75.7SG (Non selective Herbicide)**



**Speed Go-260 OD (Selective Herbicide)**

## EASEED EVENTS



Mr Jitu Shah receiving certificate of AFSTA lifetime membership at AFSTA Congress 2020 in Zambia



A farmer admiring Watermelon Sukari F1 during 2020 Top Customers Meet at Nairobi, Kenya



Dr. Esther Kimani, (MD - Pest Control and Produce Board-PCPB, Kenya) addressing guests during the 2020 Top Customers Meet.



Ms Nyabate (left) of Josemo distributors, Kisii Kenya receiving award of recognition from EASEED (Right - Rogers Mugambi - COO)



Farmers trained on Maize Hodari (MH501) by EASEED staff at a Farmers Field day



Ms. Ilhan (MD-Bungoma Chemist, Kenya), EASEED's Top customer posing for a photo with Comedian Professor Hamo during 2020 Top Customers Meet, at Nairobi, Kenya

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