



## Message from the Managing Director

These techniques enable us to select traits with greater accuracy, accelerating varietal improvement and adaptation to changing environmental conditions. With power of genomics, we have developed crops resilient to pests, diseases, and adverse weather events, enhancing food security and sustainability.

In addition to precision breeding and biotechnology, digital agricultural technologies are transforming seed production efficiency and productivity. Through initiatives like Seed Production Technology for Africa (SPTA), we are reducing the cost of seed production and empowering growers to adopt these technologies.

Advancements in seed processing and storage are crucial for maintaining quality in regions with harsh climatic conditions. Innovations such as hermetic storage bags and seed coatings extend the shelf life, increasing farmers' confidence in adopting improved varieties.

With advanced seed technologies, we can unlock full potential of the sector to address food security challenges and mitigate the impacts of climate change. EASEED plays a critical role in shaping the future and ensuring food and nutrition security through quality inputs in seeds and crop protection products. It is imperative for governments, researchers, civil society, and the private sector to collaborate in addressing the challenges facing the sector. Through investment in research and development, policy reforms, and stakeholder engagement, we can build a more resilient, sustainable, and equitable food system that benefits everyone.

Seeds, the foundation upon which food systems and livelihoods are built, hold the promise of resilience and prosperity for farmers and communities around the world. It is not just an industry; it is a lifeline, connecting farmers to the land and empowering them to feed the world.

In recent years, we have witnessed incredible advancements in seed technology and innovation; high-yielding, disease-resistant and climate-resilient varieties which have revolutionized agriculture, enabling farmers to boost productivity, conserve resources and adapt to the changing climate.

Despite these achievements, the sector still faces challenges such as limited access to improved varieties, complex regulatory environments, fake seeds, little investment in research and development thus hindering the sector's potential to significantly contribute to productivity. Strengthening regulations and enforcement mechanisms are vital steps to a conducive business environment.

At EASEED, we have developed tailored solutions that enable farmers to access quality seeds. With a network of distributors, well trained agronomists and robust online platforms, we have empowered farmers to source quality seeds. Partnering with NGOs, research institutions like KALRO, CIMMYT, and the World Vegetable Center, we have developed climate-resilient maize varieties using advanced genomic technologies such as MAS (Marker-Assisted Selection) and doubled haploid technology.

*Jitu Shah*  
Managing Director

## IN THIS ISSUE

- NEW PRODUCTS
- KENYA HIGHLIGHTS/ EVENTS
- AGROCHEMICAL PRODUCTS
- TANZANIA HIGHLIGHTS
- UGANDA & RWANDA
- ZAMBIA HIGHLIGHTS



Access to Seeds Index



Access to Seeds Index

Ranked

No. 1

in Eastern & Southern Africa

2019 / 2020

Ranked

No. 2

in Eastern & Southern Africa

2021 / 2022

ISO 9001

BEREA VERITAS Certification

ISO 9001: 2015



UKAS MANAGEMENT SYSTEMS 015

THE ALL NEW  
EASEED  
APP!!



SCAN ME



GET IT ON Google Play

Download on the App Store



**Squash – Riziki F1**



- Very vigorous growing plant
- Ready for harvesting in 42 - 45 days after planting
- Very attractive dark green, cylindrical fruits
- Fruit length is about 15 – 18 cm
- High yield potential: 8 tons per acre
- Very good tolerance to ZYMV, CMV and SqMV

**Hot Pepper - Wembe F1**



- Erect, strong and healthy plants
- Fruit length X width: 6 – 8 cm X 0.8 – 1.0 cm
- Uniformity: Excellent
- Fruit colour: Matures from green colour to shiny deep red
- High pungency fruit
- Good crop longevity (long harvesting period)
- Yield potential: 6 - 7 tons per acre
- Disease tolerance: Highly tolerant to powdery mildew and mosaic viruses

**Fodder Beet  
Enermax F1 and Kyros F1**



- Dual purpose variety (Grazing and Lifting)
- Very uniform, high bulb dry matter beet with high yield potential
- Uniform bulb size and height
- High dry matter yield
- Can be stored for up to 5 months
- Rapid growth rate under good conditions
- 90 – 100 % usage – zero waste
- High energy feed (55-80% sugar/sucrose)
- Improved milk yields

**Cabbage Kiwa F1**



- Early maturing hybrid with good uniformity and head qualities
- Maturity: 70 to 75 days after transplanting
- Round head shape
- Head size 4 to 5 kg
- Dark green compact and dense heads
- It has a high first cut percentage of 90 %
- Good disease tolerance to Fusarium yellows
- Good field holding ability of 21 days

**AGROCHEMICAL PRODUCTS LAUNCHING IN APRIL 2024**

PRODUCT	DESCRIPTION
AGRIWET GOLD	Adjuvant containing Organosilicone 100% for enhancing the performance of insecticides, fungicides and herbicides by enhancing the spreading and sticking ability of pesticides to the sprayed crop.
SYOPRID 20WSP	Specially formulated insecticide, which is completely soluble in water without agitating. The product controls a wide range of hard to control pests like thrips, aphids and whiteflies vegetables, cereals and flowers. The rate of application is very economical at 200g/Ha in 1000L water volume (4g/20L)
VEGIPLUS	Organic foliar fertilizer for providing balanced food supplements that improves the quality, yield(quantity) and appearance of all crops
SYOCARB 150SC	The best solution for most emerging pests especially moths and caterpillars e.g Diamond back moth, cabbage loopers and all types of caterpillars, army worms. The rate of application is very cost –effective at 300ml/Ha in 1000L water volume (6ml/20L)





## TCM 2023 EVENT HELD AT VILLA ROSA KEMPINSKI - NAIROBI



Guests follow proceedings during TCM event held on 2nd March 2023 at Villa Rosa Kempinski Hotel Nairobi.



MD Jitu Shah with the chief guest from the Ministry of Agriculture presenting award for the top customer ( Ciira Agrovet )

## ANNUAL WAMBUGU FIELD DAY



Farmers training at wambugu ATC field day June 2023

## MD MARKET VISIT – ABERDARE AND MOUNT KENYA



MD Jitu Shah and EASEED staff visiting onion farmers in Mount Kenya region



Saurav Shah presenting a gift to one of our top distributors in Abedare region - Naivasha

## ATIC GROUND BREAKING



Prime cabinet secretary Hon. Musalia Mudavadi paying courtesy call to EASEED stand during ATIC (Agricultural Technology and Innovation Centre) ground breaking ceremony at the University of Nairobi

## CHRISTMAS LUNCH & TEAM BUILDING



EASEED staff during team building session in Thika at Christmas lunch in December 2023



Director, Madam Nima joining staff during team building session in Thika

## CP PRODUCT LAUNCH IN MAKUENI COUNTY



New crop protection products launch in Makeni County

## NAIVASHA INTERNATIONAL HORTFAIR 2023



CS for Agriculture livestock and fisheries Hon Mithika Linturi paying courtesy visit to EASEED stand during Naivasha International Hortfair - 2023

## SUKARI F1 BUMPER HARVEST



Young farmers enjoying a bumper harvest of Sukari F1 in Kirinyaga County



2023 Farmers Clinic in Mwanza Region



Farmers discussion on newly introduced tomato variety, Vilani F1 during 2023 Nane Nane Arusha exhibition



Syova Seed Agronomist in the field training a farmer on Crop Protection and Nutritional Products in Arusha, Tanzania



Tomato Segar F1 an indeterminate variety that has showed excellent performance both indoors (greenhouse farming) and open fields



A happy farmer at Dodoma market displays a bumper harvest of Watermelon Sukari F1



Tanzania Syova Seeds Team group photo after successful team building session

**NEW PRODUCTS**



**PROFECRON  
720EC**

Profenofos 720G/L

**DESCRIPTION**

It's a broad-spectrum insecticide with contact and stomach action for control of sucking and chewing insect pest.



**TWIST  
25 EW**

Tebuconazole 250g/l

**DESCRIPTION**

A broad-spectrum Systemic fungicide with protective, curative and eradicated action for the control of rust, anthracnose and powdery mildew in French beans, tomatoes and fruit trees.



**CYFOS 44 EC**

Profenofos 400G/L + Cypermethrin 40G/L

**DESCRIPTION**

Non systemic insecticide with acaricidal properties having stomach and contact action for the control of sucking and chewing pest of vegetables, citrus beans, maize and cotton.



The Director General Of National Agricultural Research Organization (NARO) visiting SYOVA SEED demo plot during the Eastern Agriculture Show



Field promoter, actively engaging farmers in a hands-on session on planting SYOVA SEEDS high-quality pasture, Sugar Graze



Field promoter, leading an informative session on nursery management in Northern Uganda



Training session on farmer safety and sustainable practices while using agrochemicals



Syova Seeds Agronomist introduces farmers to our range of high-quality products, Sugar-graze



Syova Seeds Uganda team undergoes training on fire safety and how to effectively use extinguishers to prevent and manage fire outbreaks



Mr Tuyizere Ejide (FARMER SHOP, MUSANZE) getting awarded for being a top customer in 2023



Guests follow proceedings during TCM 2024 event held in Kigali. It was the first ever TCM by any Agri Input Agency in Kigali, Rwanda



Syova Seeds Zambia team at GART SEEDFAIR - 2023



Minister of Central Province at Syova Seeds stand during the 2023 GART SEED FAIR



Syova Seeds Demo Plot at National Agricultural Show - 2023



Syova Seeds Zambia Team at National Agricultural Show - 2023



Syova Seeds Watermelon Sukari and Sugar Baby at GART SEEDFAIR exhibition 2023



Syova Seeds Zambia Team showcasing watermelon varieties

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