

East African Seed Co. Ltd

NEWSLETTED

Vol. 4 Oct. 2002

#### MANAGING DIRECTOR'S DESK

I take this opportunity on behalf of **EASEED** team to thank all our customers and business partners for your continued support.

East African seed Co. continues to expand its services to all farmers in Africa through its vast distributors/stockist network.

We encourage all stockists/farmers to work hand in hand with EASEED to counter food insecurity in the region.

EASEED started the second half of year 2002 by Introducing Pannar Maize varieties Pan 5243 Pan 67 and Pan 99 upon official release by the Ministry of Agriculture. These varieties are Superior compared to existing Maize varieties and we encourage farmers to take advantage of these to increase their production.

EASEED will be distributing the popular "HURST" international seed brand from Denmark, launched during the Nairobi International Trade Fair.

The entire East African Seed Co. team remains committed to service excellence to all our customers.

J.L. Shah Managing Director

#### AGAIN . . . the best trade stand OCTOBER 2002



EASEED participated in the Nairobi International Trade Fair in October and for the second year running was declared the best trade stand (small). Our stand which was very meticulously laid out exhibited various new vegetable hybrids, among them F1 Hybrid Cabbage Madonna and Globe master. We also displayed the Jacto Spray Pumps and the New Pannar Maize varieties. Many people visited our stand and had contact with the Company's Agronomists and Products. Everybody was happy with the Company's improved service and quality of both the seeds and the packaging.

#### Achieving Service Excellence

## September 2002

SAGRET HOTEL EQUATORIAL



"WORK AND NO PLAY" makes EASEED a dull team.

This seems to be the idea behind this exercise of team building.

# The EASEED Team after a sales seminar held on 15th September 2002



"The NewLook"
EASEED retail shop at
Muindi Mbingu Street, Nairobi.

# Tirst for seeds

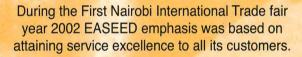
## Picture Speak

In order to satisfy the ever increasing demand of the growers, EASEED has introduced the world reknown HURST seed brand, which will be sold alongside our own branded seeds. HURST seeds will all be packed in Denmark and will be available before the next season.



Hurst Hurst Hurst Tomato

The new brand towards "service excellence"









Nairobi International Trade Fair Best Small Trade Stand Year 2002

East African Seed Co. Ltd

## Kenya's President His Excellency D. Arap Moi

Presents to EASEED's Mr. F. Ndungu with the best trade trophy during year 2002 Nairobi International Trade Fair. Looking on from left is the Minister for Agriculture Dr. Bonaya Godana and A.S.K.'s Mr. Muriithi and Commisioner Anne Wambaa.





## Picture Speak



Mr. Jonah Kisamwa (Sales Rep.) with Mrs K. K.Chiuri display the Globemaster F1 Hybrid Cabbage.



Mr. Ashok Shah addressing stockists during Karatina stockists seminar.

KARATINA EASEED STOCKISTS SEMINAR/ DINNER held on 20TH SEPTEMBER 2002 was very successful and the wide range of seed varieties introduced to them impressed participants. Among the new varieties was the MADONNA F1 Hybrid Cabbage. This hybrid is being availed to the farmer alongside the already popular Globemaster and Gloria hybrids. Many farmers including our EASEED distributor K.K. Chiuri of Karatina who invited area farmers to visit her farm to see for themselves this variety.

Similar seed stockist's seminars have been held in Nakuru and Kisumu and more will be organised in other regions next year.



Visitors to the EASEED stand Prof. Migot Acholla, Mr. Ngurare (MD. Kenya Dairy Board), Dr. Kiome (Dir. KARI), Mr. Chabeda (Sen. Dep. Dir) and Dr. Wanjama (Dir. Agriculture)



Mr. Ashok Shah presents a motorcycle to Mr. Mugambi of Mukeu distributors for his continued support of Africa's Best in Kinangop.

#### SEED SELLER LICENCES

All seeds stockists are required to obtain seed seller licences from Kenya Plant Health Inspectorate Service (KEPHIS). The seed seller licences will assist KEPHIS streamline the seed industry.

EASEED has been assisting its main distributors/stockists to obtain licences by issuing recommendation letters. All other sub-stockists who buy EASEED products from our main distributors/stockists should apply for their letters through them.

EASEED requests our distributors/stockists to forward their queries pertaining to the acquisition of recommendation letters, seed sellers licences and any other issue pertaining to EASEED product directly to our offices.

All customers should buy Africa's best products from our appointed distributors/stockists or directly from EASEED.

On purchase of seeds ensure that you obtain an official receipt indicating:-

- 1. Lot Number
- 2. Quantity of seeds.
- 3. Item and Variety of seeds.

Customer should never purchase seeds from briefcase salesmen.



## Standard & Chartered

#### PAYMENT MADE EASIER

EASEED has opened an Account with Standard Chartered Bank to enable up-country customers make payments for their orders. The company on receipt of payment will immediately process and dispatch the orders.

Previously delays occurred due to the time lag before receipt and clearance of Cheques.

You can now pay directly from any Standard Chartered Bank branch to:

East African Seed Co. Ltd.

## A/C No: 0104096195700

Kenyatta Avenue Branch, Nairobi



## VEGINIAX

## THE NATURAL PLANT FOOD SUPPLLIEMENT

Vegimax improves the Quality, Yield and appearance of all plants from flowers and fruits, to field crops and vegetables.

#### Immediate results-

Vegimax begins working the moment it is applied, as the needed micronutrients are absorbed through the leaves, stem and roots. Vegimax replenishes the plant micronutrients requirements in a natural way.

#### Reduce harmful chemicals-

Vegimax can be used effectively with insecticides, Herbicides, Fungicides and NPK.

Over time the need for chemicals will be reduced as Vegimax helps the plant to become healthy naturally.





# Jacto PL50/BV

#### IDEAL FOR UNEVEN LANDS AND LEAFY TREES

The PL50 knapsack motorized mistblower is specifically useful for small areas, irregular shape areas, uneven lands, irregular planting and high-stocked and leafy trees. By its proven versatility, it is recommended for pesticides application to crops of coffee, cocoa, tobacco, plane tree, tea, cotton, rice, peanut, potato, maize, soya, musk, melon, grape, pineapple, citrus and vegetables. It can also be used for disinfecting all kind of buildings.

The PL-50 BV has a centrifugal pump which allows a continuous pesticide output regardless of the pump impeller height or chemical mixture level in the tank. This pump is placed in such a way not to restrain the suction fan. It is driven by belts for safety and facility.



EASEED has now introduced New Polythene Packs for its Agricultural Seeds. The packs are in 250gm, 500gm1 1kg and 2kg Sizes.



## Ministry Releases New Pannar Maize Varieties.

The Minister for Agriculture, Dr. Bonaya Godana, in September released two new Pannar Maize varieties, PAN 67 and PAN 99. The two will be sold alongside the already released PAN 5243.



Mid-Altitude Coffee Zones of Central and Eastern Provinces, Kisii, Narok, Nakuru, Siaya, Kisumu, Busia, Kakamega, Bungoma, West Pokot, Keiyo & Marakwet. Double Cobber – very high yield variety, 35-40 bags/acre.

Tolerant to Grey Leaf Spot (GLS)
Semi – dent type grain.
Resistant to root lodging.
Good adaptability.
Good husk cover.



Mid – Altitude Coffee Zones of Central and Eastern Provinces, Kisii, Narok, Nakuru, Siaya, Kisumu, Busia, Kakamega, Bungoma, West Pokot, Keiyo & Marakwet. RESISTANT to Maize Streak Virus (MSV).
TOLERANT to LOW NITROGEN LEVELS.
FLINT type grain.

SWEET – good roasting ability. Drought tolerant, Quick maturity. Out yields H512 by 25%. Good husk cover.



Mid to High Altitude Zones of Central and Eastern Provinces, Kisii, Narok, Nakuru, Siaya, Kisumu, Busia, Kakamega, Kericho, Bungoma, West Pokot, Keiyo & Marakwet. Parts of Uasin Gishu and Trans Nzoia and Tea Zones in Central and Eastern Province.

High yielder, 35-40 bags/acre.

EXCELLENT GREEN MAIZE for roasting and boiling.

Semi – dent grain.

SWEET.

Good husk cover and standability. Yields better than H512 and H513.

Tanzania had their National Agriculture exhibition at Morogoro and Regional agricultural show – Nane Nane in August 02 at Arusha in which EASEED (T) had participated and awarded 2nd best exhibitor.

EASEED Open Pollinated Maize Varieties available in Tanzania: - KILIMA, KITO, TMV -1 STAHA, UCA, TUXPENO.

A field day/ training seminar was recently held at Rombo - Kilimanjaro region, for stockist and extension officers for Pannar Seed Varieties.

Newly introduced Hybrid Maize Pan 691 is suitable for Southern Highlands - altitude 1500 meters and above.

Hybrid Sunflower Pan 7352 is also now available.

Pannar Hybrid Varieties available as follows:

Pan 6549 Hybrid Maize
Pan 67 Hybrid Maize
Pan 6243 Hybrid Maize
Pan 691 Hybrid Maize
Pan 7352 Hybrid Sunflower

## TANZANIA NEWS



EASEED Tanzania Team during the NANE NANE MOROGORO Show



### EASEED NOW IN CENTRAL AND THE HORN OF AFRICA



Banking on our success and many years of experience in the seed industry in East Africa, EASEED has now ventured into Central and the horn of Africa countries of Rwanda, Burundi, DRC Congo, Zambia, Ethiopia and Eritrea.

Already our popular seeds are being widely used in these countries, and we are streamlining dealerships and distribution systems in this region.

Business visits and meetings by the company's Managing Director to Rwanda, Burundi, Eritrea and Ethiopia in the last few months underscore the importance with which this market is being treated.

EASEED's success in Uganda and Tanzania, from where some of these countries will be served, has motivated us into this expansion.



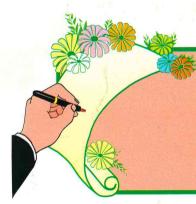
#### AFSTA CONGRESS 2003 TO BE HELD IN KENYA

The National Organising Committee (NOC) on behalf of Seed Trade Association of Kenya (STAK) wishes to announce the 3rd Annual African Seed Trade Association (AFSTA) congress to be held at The Safari Park Hotel - Nairobi, starting 25<sup>th</sup> to 28<sup>th</sup> March, 2003.

AFSTA arose out of a need to have a regional representative body for the seed industry in Africa, which could also serve to promote the development of private seed enterprises.

A range of African and international stakeholders commenced discussions early in 1997. This developed into a preparatory meeting held in Malawi in April 1999 where an Ad Hoc working group was nominated.

The group developed a draft constitution, bylaws, and budgets, which were finalized at a meeting in Kenya in August 1999. AFSTA was formally established on March 20 - 21, 2000, during an inaugural congress in South Africa. Kenya was elected as host country for the Secretariat.



## Letters to EASEED

We want to hear your questions and queries about us and how to get the most from your seeds.

Write to the Editor, P.O. Box 45125, GPO 00100 Nairobi E-mail on info@easeed.com / sales@easeed.com

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