



East African Seed Co. Ltd

NEWSLETTER

Vol. 5 JUNE 2003

Customers Meet 2002 - Meridian Hotel

EASEED organized a top stockists/distributors dinner in February - 2003 to appreciate its customers for the support in promoting EASEED products.









Among the top prizes awarded included Return Air Tickets to Dubai, Home Entertainment System, Family Holidays among others.

Managing Director's Desk

EASEED ushered in Year 2003 with renewed energy and promises to offer better services to all the farmers of Africa with rewarding its top distributors/stockists for the continued support in distributing our products.

The Management will continue to appreciate the performance by all the Stockists / Distributors in availing Africa's Best to farmers. The scheme of incentives is the company policy of sharing success with stockists / distributors.

Year 2002 saw EASEED strive to meet farmer's requirements by introducing new products into the market in respect to the changing trend of the African farmer.

Hurst brand is finally in the market and we encourage our distributors/stockists to stock these seeds.

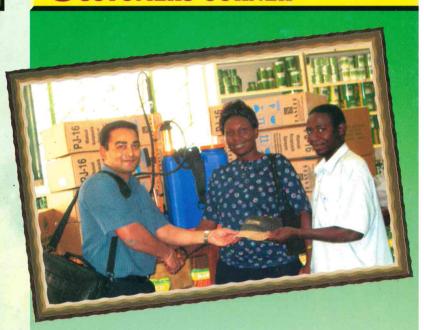
The ongoing long rain season has seen great improvement of our products in particular Pannar Maize Varieties. Many new varieties including some KARI varieties are in the pipeline and will be available during the year.

The EASEED Website is now completed and will be launched shortly. We invite all our customers to visit www.easeed.com for the latest information and updates on our products.

Finally, I take this opportunity to thank all seed stake holders who participated in the 3rd AFSTA CONGRESS 2003 – NAIROBI, KENYA.

Jitu Shah

Customers corner



JACTO - UGANDA'S CHOICE

Mr. Chetan Mehta of Jacto, Brazil congratulates
M/s Ruth Nasma and Mr. Sammy Kaggwa of
K.H. Farm Supply Uganda, one of the leading
distributors of EASEED Jacto Knapsack
Sprayers in Uganda



AFSTA CONGRESS 2003

Seed Trade Association of Kenya (STAK) organized the 3rd AFSTA CONGRESS in Nairobi – Kenya 26th March – 28th March 2003, Safari Park Hotel.





The Congress brought together seed men from over 140 countries to chart out the way forward for the Seed Industry in Africa and the rest of the world. It was officially opened by the Asst. Minister of Agriculture Hon. Munyao on behalf of the Minister of Agriculture Hon. Kipruto Kirwa. The Minister emphasized on the new government's agenda and commitment to return the agricultural sector into its former glory.



AFSTA president Guy Blaize Satsa (Cameroon), AFSTA Vice President Charles A. Price (Malawi), Mr. Jitu Shah (M.D. EASEED) and Dr. Nathaniel K. Tum (NOC Chairman) review the day's activities during the AFSTA congress.



Assist. Minister of Agriculture, Hon. J. Munyao (Center with headphone) follows the proceedings.



GALA DINNER - AFSTA

EASEED was proud to sponsor the AFSTA Gala Dinner



EASEED SIGNS MEMORANDUM OF UNDERSTANDING (MOU) WITH KARI







East African Seed Company signed a memorandum of understanding (MOU) with Kenya Agricultural Research Institute (KARI) on 6th February, 2003, which will allow EASEED to multiply and market certain superior varieties of crops bred and developed by KARI. KARI Managing Director Dr. Romano Kiome and Mr. Jitu Shah, the Managing Director of EASEED, signed for their respective organizations, in a ceremony also witnessed by Dr. L. Ragwa, assistant director, KARI, and F. Ndungu of EASEED.

Among the crops, are three maize varieties that are highlighted hereunder:-

MUGUGA-1 HYBRID MAIZE VARIETY

- Medium maturing variety.
- Yields an average of 28 bags (90 kg) per acre.
- Recommended for Medium High altitude areas.

KH600-16A HYBRID MAIZE VARIETY

- Late maturing variety, better than available commercial checks.
- Yields an average of more than 30 bags (90kg) per Acre on the average.
- Recommended for High Altitude areas where some maize diseases may be a problem to maize farming.

KH633A HYBRID MAIZE VARIETY

- Short, fairly early maturing variety for farmers with low financial resources.
- Yields up to 24 bags per Acre under low soil fertility conditions.
- Recommended for Medium to High altitude areas where cob rot may be a problem during harvesting time.

Others include improved varieties of Sorghum, Pearl Millet, Beans, Cowpeas, Pigeon Peas and Green grams. If and when adopted by farmers, these results of the Government research efforts will be a boon to the agricultural sector in Kenya, as it will address the problem of food security and poverty alleviation.



EASEED has expansively continued to exhibit its dominance in the field. This has well been characterized by the positive response from all persons of diverse walks of life.





Minister for Health Hon. Charity Ngilu and Hon. Linah Kilimo, Minister of State in the office of V.P. (National Reconstruction) acknowledges EASEED participation during Machakos A.S.K.

PANYAR. Quality Seeds

PANNAR MAIZE HYBRID FOR THE KENYAN FARMER

For many years, a section of the Kenyan farmers have had to make do with poor quality maize seeds, to the extent that many had lost confidence with the only brand that was available in the market, and resorted to using their own seeds. Some experts have even claimed that the rate of adoption of certified hybrid maize seed in Kenya has gone down, at a time when it's supposed to be going up if our country is to meet its food requirements. The widespread sale of fake maize seeds in the country, which Kenya Plant Health Inspectorate Services (KEPHIS) is working very hard to stamp out, has not helped matters either.

After the liberalization of the maize seed market a few years ago, Pannar Seed Company which is one of the leading seed companies in Africa started countrywide trials and testing of their many superior maize hybrids under various Kenyan conditions. The trials undertaken jointly with the Kenya Agricultural Research Institute (KARI), has identified various varieties suitable for different agroecological zones of Kenya, which have outperformed the existing varieties in the National Performance Trials (NPT). Some varieties have been fully released, while others have been pre-released initially allowing only a limited quantity to be sold in the country.

The entry of the Pannar maize varieties has been widely hailed as a welcome relief by the long suffering Kenyan farmers, due to their superior performance under the right conditions and climate. The uniqueness of Pannar maize varieties as compared to the other new entrants to the Kenyan market is that they have been bred in Africa for African conditions, hence their better adaptability, disease and drought tolerance unlike the rest. Kenyan farmers also need to know that Pannar maize seeds are the variety of choice which is widely planted by the leading commercial farmers in Africa, and its being fast adopted even in Kenya.

The latest undocumented information on Pan 5243 yield is 50 bags per acre, which is the highest yield recorded, planted by a large scale commercial farmer in Narok.

Among the released and pre-released varieties on sale include Pan 5243 & Pan 67 for the medium altitude areas. Pan 99 for the medium and transitional zones and now Pan 691 for the high altitude areas. Detailed information on the most suitable growing areas for the different varieties is given elsewhere, and in our educational pamphlets which are widely available. In medium altitude areas, we recommend Pan 5243 for those farmers who are likely to use adequate inputs (fertilizer) and apply good agronomic practices. For farmers who are unlikely to apply enough fertilizer and proper agronomic practices, then Pan 67, which performs better in conditions of low nitrogen level, is recommended. Pan 67 also has advantage of being quick maturing, drought tolerant, resistant to Maize Streak Virus and gives flint type grain which is sweet with good roasting ability. Another unique quality with all Pannar maize hybrids is their double cobbing characteristics, especially with Pan 5243, resulting in high yields and good standability and therefore does not lodge in the field. As farmers continue with their high rate of adoption of the Pannar maize varieties, they will gain from the improved performance and yields, which will go a long way in improving the profitability of their operations. It will also improve the competitiveness of maize production in Kenya, and the country's food security. It is our hope that the entry of high quality Pannar hybrid varieties will restore the farmers confidence in planting certified hybrid maize seeds, and improve their rate of adoption as compared to farmsaved seeds.





Tekelezi General Store, Embu counter Sales team portraying the team spirit in promoting EASEED and PANNAR products.



EASEED Sales and Marketing Agronomist chats with customer at

HORTIFAIR Exhibition year 2003

EASEED & IMPACT AFRICA

Home Gardening Project

On 1st May, 2003 EASEED together with IMPACT AFRICA, an international charitable network, launched 5 home gardens in Kibwezi. During the occasion, IMPACT AFRICA also donated a 4-wheel drive vehicle for use in outreach mobile clinic services in remote rural areas in Kibwezi.

The target is to establish 1000 home gardens in three years time, which will be a sustainable and cost effective way to introduce micro nutrients into the diet, since a very small initial outlay for seeds and tools can help feed a family for many years. By eating a nutritious diet, the threat of micro nutrient malnutrition can be dramatically reduced. Fruits and vegetables are excellent sources of micro nutrients, and can be easily and cheaply produced even on small patches of land. In fact, growing your own garden can actually be a source of generating additional income since surplus vegetables can be sold at the market.

Lack of vitamin A is responsible for blindness of more than 13 million pre-school children in the world. The health and survival of at least 75 million children is threatened. Over two billion people globally are affected by iron deficiency. In children, this manifests itself as irreversible learning impairment, and in adults it is associated with productivity and decreased immunity to infection.

This sort of simple technology "common sense" thinking, which gets positive results underpins many of IMPACT's projects, and in turn enables the maximization of limited resources to benefit a larger number of people.



EASEED sales and marketing agronomist demonstrates to Dr. Rupani and other IMPACT staff on implementation of home gardens.



Participants of the IMPACT project are presented with EASEED T-shirts and caps.

HIGHLIGHTS - ARUSHA, TANZANIA

- A successful vegetable field day orgainsed in the Lushoto district. The response of the farmers was very enthusiastic, especially for the Cabbages Gloria F1 Hybrid & Glory of Enkhuizen, Pepper Yolo Wonder, Squash & Sweet Pepper Zehavi.
- EASEED (T) Ltd. has incorporated local Tomato Varieties -Tanya & Tengeru '97 to suit the local requirements.
- EASEED (T) Ltd. has become Sole Distributor for Tanzania for the Veterinary drugs of INTERCHEM PHARMA LTD. the product range includes - Milsan, Albendazole, Chick & Egg formula etc.
- EASEED (T) Ltd has a complete range of Veterinary products along with Agrochemicals and Agricultural Tools and Sprayers.



Participants during the Lushoto Vegetable Field Day.



New Products

'ZEHAVI' YELLOW CAPSICUM



This is a yellow capsicum. It's a shiny, golden blocky fruit variety. It is early and well adapted to outdoor production, and is resistant to Tobacco mosaic virus. The fruits are blocky(10x9cm), with thick walls, and weighs about 220gms. It is suitable for both outdoor and high plastic tunnel production.

'EIGHT BALL' FI HYBRID ROUND ZUCCHINI



This is a unique new zucchini for both the commercial grower and the home gardener. Eight Ball's vigor and fruit uniformity give you harvest after harvest of premium quality squash from a strong plant with an open, bush habit. Fruits have an attractive, shiny, speckled dark exterior. It is an extraordinarily early maturing variety.

'OMEGA' F1 HYBRID SUMMER SQUASH



This is an early and high yielding variety. The fruits are straight sided, dark green and long. It has an open bush habit suitable for easy picking, and is spineless. It is tolerant to powdery mildew.

'ULTRA' - F1 HYBRID BUTTERNUT SQUASH



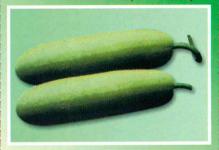
It is unequalled by any butternut squash in its productivity.

'EXPORT PRIDE' – F1 HYBRID BITTERGOURD (KARELLA)



This is an early maturing hybrid, with moderate bitterness and good quality. It produces medium long fruits (15-18cm), which are stout with smooth broken ridges, and intense green colour. Fruit weighs about 100gms. Harvesting starts in about 50 days from planting.

'ORIENTAL GLORY'- F1 HYBRID BOTTLEGOURD (DODHEE)



This is an early hybrid suitable for home gardens. The fruits are short (20-25cm), uniformly cylindrical, and pale green in colour. Harvesting starts in about 55 days from planting.



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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