

**Africa's Best**

**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](http://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**









# 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' F1 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



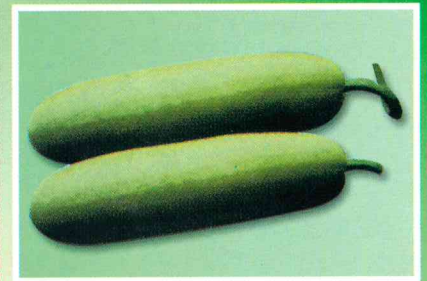
It is unequalled by any butternut squash in its productivity.

## 'EXPORT PRIDE' - F1 HYBRID BITTERGOURD (KARELLA)

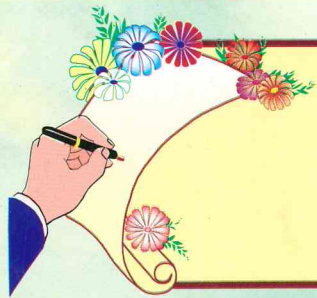


This is an early maturing hybrid, with moderate bitterness and good quality. It produces medium long fruits (15-18cm), which are stout with smooth broken ridges, and intense green colour. Fruit weighs about 100gms. Harvesting starts in about 50 days from planting.

## 'ORIENTAL GLORY' - F1 HYBRID BOTTLEGOURD (DODHEE)



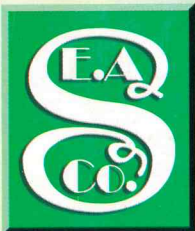
This is an early hybrid suitable for home gardens. The fruits are short (20-25cm), uniformly cylindrical, and pale green in colour. Harvesting starts in about 55 days from planting.



### **Letters to EASEED**

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

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