







Africa's Best

East African Seed Co. Ltd.

NEWSI FTTED

Vol. 7 JAN 2005

### MANAGING DIRECTOR'S DESK

would like take this opportunity to wish all our customers and well wishers a very happy and prosperous New Year 2005.

We all join in congratulating Prof. Wangari Maathai on her winning the Nobel peace prize for 2004, making every Kenyan proud. Her successful mission will further inspire us to provide high quality seeds and total farming solutions to the farmers across Africa. As she says "Today's tree is the seed which held its ground" We promise to continue to supply seeds which will certainly hold its ground and bring bountiful harvests to the farmers.

As you all know, 2004 was a sad year for the Easeed family as our Founder Chairman, Mr. L.V. Shah passed away on 13th August 2004. I wish to thank all for your moral support and sympathy during that trying period. We, at Easeed will strive to make his vision of a Kenya based world class seed company providing high quality seeds and agricultural input with responsive and friendly service to the farmers come true.

I thank all our customers for their continued support to the Africa's Best.

Jitu L. Shah Managing Director

# EASEED IN SUDAN



COLTANGE SECO. CO. ATD.

S. Africa's Best

Welcomes you

To the second s



Mrs. Nima Shah with
Mr. Mohan Kumar
receiving the Overall
Best Stand award from
Mr. Peter Kuria for its
stand at the KENYA IN
SUDAN exhibition held at
Friendship hall, Khartoum,
Sudan in Nov. 2004.

DR. Adam Belouh,
Minister of Animal
Resources, Sudan
signing the visitor's book
at the EASEED stand.

### **NAKURU ASK SHOW - 2004**



H.E. President Kibaki presenting EASEED sales agronomist the First PrizeTrophy for the stand at the show.



EASEED plot at the show ground.



## MAIZE AND YOUR HEALTH

Health is one of man's most precious possessions to be preserved and treasured for a lifetime. Yet we treat it so indifferently. We spend so much on external requirements, yet are so reckless with what we eat or drink. The World Health Organization (WHO) defines health as state of complete physical, mental and social well being, and not merely the absence of disease or infirmity. Good nutrition and good health are closely linked.

Maize is an important carbohydrate food, and is relatively cheap, easily digestible and generally available source of energy. The nutritional value of whole white maize is about 72.7% starch, 9.2% proteins, 4.3% fat, 2.3 raw fiber, 10.6% dietary fiber and 1.3% minerals. Carbohydrates whose function is to supply energy are found in two basic forms, namely simple carbohydrates (sugar) and complex carbohydrates (starch).

Maize is a complex carbohydrate due to its high starch content and supplies energy, as well as vitamins and minerals. A complex carbohydrate is more beneficial in comparison with a simple carbohydrate in that there is sustained energy release, has high fiber content, low fat content, high vitamin and mineral content. Complex carbohydrates are also important in maintaining muscle glycogen levels, thereby increasing a sportsman's powers of endurance, and may be a contributing factor to the superior performance by Kenyan athletes. Maize products which can be utilized as complex carbohydrates include maize meal (whole maize meal, unsifted, sifted, special and super maize meal) and germless maize products (samp and maize rice).

Crude fiber does not dissolve in water, but dietary fiber absorbs water to form a gel. Epidemiology studies have shown that certain disease conditions are lower in population groups whose diet is high in dietary fibre. Fibre bonds with water, forms a gel and swells in volume. Fibre rich food moves more slowly through the stomach and rapidly through the colon. It makes one feel satisfied and fibre also reduces the energy density of food. Fibre binds bile salts. Bile salts are excreted and slow down fat absorption. These bile salts are not reabsorbed, new bile salts are manufactured from cholesterol and the blood cholesterol levels drop. Certain disorders and diseases may arise if insufficient fibre is taken up by the body.



## CABBAGE DISEASES IN KENYA

### **BACTERIAL BLACK ROT**

(Xanthomonas campestris pv. Campestris)

Type: Bacterium

Vegetable hosts: Brassicas, mustard,

radish

Group: Xanthomonadales: Xanthomonadaceae Common names: Black rot

#### APPEARANCE AND DAMAGE

Black rot can affect plants at all growth stages, from seedling to head formation. It tends to kill the seedling leaves completely after they turn black in colour. When the plants are larger, the disease causes yellow V-shaped areas at the edge of the leaves, particularly lower leaves near to the soil as seen in the picture.

These yellow areas become larger and darker, and may cause the leaf to drop from the plant. Affected plants show dark areas if the stem or leaf stalk is cut. The dark parts are evidence of the disease moving through the sap system of the plant, and if all the vessels are affected, there might be a black ring in cut stem. If the heads becomes affected, the crop may be lost. During wet conditions, a secondary bacterium infection may come in and cause complete rotting of head, accompanied by an unpleasant smell.

#### TRANSMISSION

The bacteria may be carried on the seed (seed-borne) or on infected seedlings. It may be present in the soil, in old infected plant debris, or in nearby weeds which are related to brassicas. Once it is in the field, it can be spread from plant to plant by water splashes or people handling diseased plants then healthy plants. The bacterium can get into the plant through the roots, through leaf edges or through damage caused by chewing pests.

### CONTROL

- Use of resistant varieties is a powerful tool in black rot disease management.
- Use of certified disease-free seed.
- Disease free seedbeds are crucial. The seedbed land should ideally not have been used for brassicas for several years.
- Seedlings should not be crowded in the nursery.
- Seedlings must not be bunched together and placed in buckets for transplanting as this will spread any diseases to the whole batch.
- Mulching will reduce the splashes which can spread infection, particularly if overhead irrigation is used.
- Overhead irrigation should be avoided if possible.
- Weeding and gapping during damp conditions are best avoided.
- Remove and destroy the left over plant tissue in the soil after the crop has been harvested. Feed them to livestock or compost them so that the infection will not spread to the next crop planted in that field.
- Sprays of copper-based products can prevent or reduce development of black rot, but may not be economic.



(incecticide) under our own brand.

Due to expansion of Agrochemical Business in Kenya, Tanzania and Uganda, we have embarked on an aggressive marketing strategy to repack and formulate under our own brand for distribution in East Africa.





The Chief Guest, Minister of State for Agriculture & Animal Husbandary Hon. Dr. Fabius Baruhanga talks to the General Manager during his tour to the EASEED Stand.

# FIRST STOCKIST SEMINAR IN MBEYA, JULY 2004





Over 40 participants attended the seminar. It was a highly successful event. More seminars are planned for 2005 in different regions across Tanzania to have a better understanding of products & exchanging new ideas.

# Tanzania News

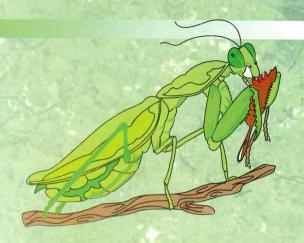
# NEW DISTRIBUTION CENTRE IN MAKAMBAKO

EASEED (T) LTD. has opened new shop near the Central Market, in Makambako in Iringa region, Southern Highland to serve its customer base to neighbouring countries of Zambia and Malawi.

For further information contact: 0748 591 661

# EASEED TANZANIAS' EFFORTS ON IMPROVING CROPS AND VEGETABLE GROWING IN TANZANIA

Vegetable growers in Tanzania now have disease resistant Cabbage and Tomato varieties from Easeed. Cabbage SUPER MASTER F1 HYBRID with its high resistance to black and soft rot disease and its ability to stay long in the field without bursting has ensured higher profits for the farmers. High yielding Tomato varieties TANYA and TENGERU 97 also have very good resistance to pests like root-knot nematodes and diseases like tomato mosaic virus and fusarium wilt. Fruits are very firm and can be stored upto 21 days without damage.



# The Praying Mantis Farmer's Friend

#### **Praying Mantis Egg Cases**

The mantis devours huge quantities of aphids, flies, beetles and other damaging pests. It is harmless to humans. The eggs hatch after two weeks of warm temperatures. 3 egg cases per carton is enough for 5,000 sq. ft. The egg cases are now commercially available in America for pest control.

### **HOW TO PLANT SEEDS**

- 1. After moistening the healthy seeds scoop it into seed-starting flats or containers.
- 2. Determine the planting depth of the seed from the instructions on the seed packet.
- 3. Insert large seeds into the soil with the finger-thumb method. Smaller seeds which are hard to sow in small numbers; mix the seeds with a little sand for bulk. Add a light layer of growing medium to cover the seeds.
- 4. Water the flats using a fine spray. Excess water may unearth the seeds.
- 5. Cover the flat with a clear plastic cover until the seeds germinate (this will help conserve moisture loss due to evaporation). It is vital that you keep the seeds moist or they will not germinate properly.



### SEED HANDLING

A seed is a living organism, therefore needs tender handling and an environment which is comfortable.

#### A seed should:

- 1. Be handled tenderly and softly like an "egg" from harvesting, bagging and packing, during loading and off-loading, transportation from suppliers/contract growers/entry points like ports/airports, processing, storing, re-packing and loading for onward sales to stockists and unloading. It has now been scientifically established that on rough handling, the seed through some defense mechanism, clamps up, hardening the outer cell wall. This results in poor germination percentages when sown.
- 2. Be stored in well ventilated premises so that the embryo in the seed can have enough oxygen during the "breathing/respiring" process. Carbon Dioxide is produced during the process and this has to be replaced with oxygen.
- 3. Be stored in temperatures between 60\*F and 70\*F and in humidity between 65% and 75% to make the embryo comfortable in a cool and dry environment.
- 4. Be stored in a place not exposed to direct sunlight as the sun-rays can enhance some metabolic processes in the embryo which can make it lose its vigor.
- 5. Be not stored with chemicals/fertilizers as its embryo can "breathe" in poisonous gases from the chemicals/fertilizers.

A seed loses its emergence power (Germination/Vigor) very fast when it is subjected to rough handling and adverse conditions. A seed does not complain when it is mistreated. The effect of mistreatment shows up when the seed embryo fails to emerge.

# Tribute to Mr. L. V. Shah 1923 - 2004

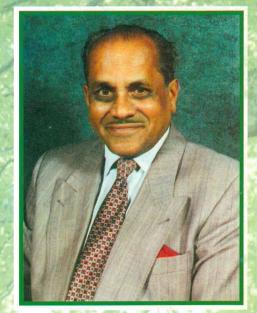
### Founder & Chairman, EASEED

Late Mr. L.V. Shah was born in the town of Dabasang in the state of Gujarat in North West India in the year 1923. The eldest of a family of three brothers and four sisters, he came to Kenya at the young age of 15 seeking to explore "Greener Pastures".

His business acumen and simple lifestyle ensured a continuous growth for his ventures in Seed business, eventually leading to the establishment of **East African Seed Co. Ltd.** in the year 1972.

Under his able leadership EASEED has since grown into one of leading seed companies in Africa.

Lakhamshibhai, as he was known to friends, sadly passed away on 13th August, 2004. He has left us with a permanent reminder of his kindness and generosity and he will remain in our memory and hearts forever.

































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

# East African Seed Co. Ltd.

#### HEAD OFFICE:

DAKAR ROAD, INDUSTRIAL AREA P. O. BOX 45125, NAIROBI, KENYA TEL.: 254 20 652101-4, 555356, 555369, FAX: 254 20 552690 Email: info@easeed.com

UGANDA: P. O. BOX 3678, KAMPALA TEL.: 256-41-566585/566584 Email: easeed@spacenetuganda.com

TANZANIA: P. O. BOX 14455, ARUSHA TEL.: 255-27-2502756/2504184 Email: easeed@cybernet.co.tz

#### AGRISCOPE (AFRICA) LTD:

P.O. BOX 39647, PARKLANDS 00623, NAIROBI, KENYA TEL: 254 20 214941-3 FAX: 254 20 215084 Email: agriscope@easeed.com

Visit us: www.easeed.com