

MANAGING DIRECTOR'S DESK TOP CUSTOMERS MEET 2004 19TH FEB. 2005 AT HOTTEL BOULEVARD, NAIROBI



am happy to present to you the latest edition of EASEED Newsletter. We thank all our customers and farmers for their continued support in making "Africa's Best" the leading brand in East Africa. We promise to continue to provide the best in agro-inputs so that farmers are able to produce more and prosper thus contributing to making the Millennium Development Goals (MDG) for agriculture a reality.

The first six months of 2005 have seen EASEED host a number of field days in the demonstration plots established by our field agronomists. These have been well attended and I would like to thank the farmers, stockists and other stakeholders who utilised opportunities making them a grand success. We also conducted stockists' training seminars at Bungoma, Kericho, Thika, Njabini, Eldoret and Arusha which were all well attended and very useful in improving our services to the farmer.

I thank you all once again for working with us in providing high quality seeds and other agricultural input with responsive and friendly service to the farmers.

Jitu L. Shah



MR. MUNEER OF BUNGOMA CHEMISTS
RECEIVING"THE TOP CUSTOMER FOR 2004 PRIZE"
FROM MS. GLADYS MAINA OF KEPHIS

10 DAYS HOLIDAY FOR TWO
TO EGYPT



Mr. David of Mukeu Distributors receiving his prize from Dr. Ragwa of K.A.R.I.



Participants fully engrossed in the proceedings at the meet.

Field Days

The first half of the year was characterised by intensive field activities with five stockists seminars, 30 field days and over 100 demo plots established for the main EASEED products like Hybrid Cabbages: Globe Master, Gloria, Supermaster, Tomatoes: Nuru F1-Hybrid, Equator F1-Hybrid and Watermelon: Sukari F1-Hybrid.



Hurst Gloria F1 Hybrid Raffle for Cycles at Njabini Farmer's Training Centre on 3rd June 2005



Tomato Nuru F1 Hybrid Demo Plot



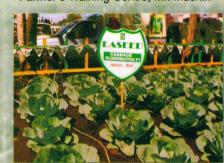
Winners of Hurst Raffle with Principal of Farmer's Training Centre, Mr. Muchiri



Tomato Equator F1 Hybrid Demo plot



Watermelon Sukari F1 Hybrid (NS295)



Cabbage Globemaster F1

New Products







WATERMELON SUKARI F1 HYBRID (NS295)

- Early medium harvest (90 days)
- Fruits oblong shaped weighing upto 14kgs.
- Flesh is deep crimson with good granular texture.
- Good transport & keeping qualities.

TOMATO NURU F1 HYBRID (NS2535)

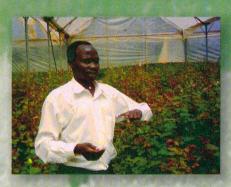
- Determinate early maturing.
- Fruits are oval, weigh 80-90 gms with attractive red colour.
- Long Shelf life and good transport qualities.
- Very high yields even upto 100 fruits per plant.

EASEED GARDEN HAND SPRAYER 1LTR



- New launch, very attractively priced at Kshs 130/- only for the home segment.
- With high quality Japanese trigger.

Farmen's Page



Mr. Daniel Kisongwo, G.M., KAREN ROSES, Nairobi says he has been using VEGIMAX from April this year and the results have been incredible-increased stem length, greener foilage and more so, the turning of yellow leaves to dark green within 10 days. He added that the results will speak for themselves with devout usage. Mr. Daniel also uses JACTO motorised Knapsack Sprayers for powder dusting very efficiently.







Ms. Julia Nyambura at her farm in Karatina. She is happy that CABBAGE GLOBE MASTER F1 HYBRID is resistant to Black Rot and Ring Spots prevalent in that area and also it's resistance to drought conditions. She says the blue green compact head fetches her better prices.

Stockists' Seminars



Kericho Stockists' Seminar on 18th March 2005 was attended by over 50 stockists and other stakeholders



P.S. to Agriculture Ministry, Mr. James Ongwae speaking at the Bungoma Stockists' Seminar on 27th April 2005



Nakuru ASK Show July 2005 EASEED WINS 1st PRIZE AGAIN







East African Seed (T) Ltd. moved to its new premises in Esso Road, Arusha in March 2005. The premises has Administration offices, Bulk & Finished goods storage and state of art Seed Processing facility. Also demonstration plots have been set up for vegetable and field crops. Our old premises at Azimio street has since been converted to a one stop EASEED agri-input shop for the benefit of our customers.

Seed Production

Certified seed Maize production is carried out for the following maize varieties in Tanzania: Kilima, Kito, Katumani, Staha, Situka1,TMV1,TMV2 & UCA

Seed grower for Easeed with Tosca (Seed certification Agency) official during inspection visit at Kiru Valley





Kito:

Altitude: 900 - 1300 m.a.s.l Maturity: 90 days Yield: 2-3 T/h Resistant to Maize Streak virus



Kilima:

Altitude: 900 - 1500 m.a.s.l

Maturity: 135-140 days Yield: 5-6 T/h Resistance / tolerant to Maize Streak

virus



Katumani:

Altitude: Above 1500 m.a.s.l Maturity: 90 days Yield: 3-3.5 T/h Resistant to Maize Streak virus



Staha:

Altitude: 0 - 900 m.a.s.l

Maturity: 120 days Yield: 4-5 T/h Tolerant to Maize Streak virus



Situka 1:

NEW VARIETY Altitude: 500 - 1600 m.a.s.l

Maturity: 110-120 days Yield: 4-6 T/h Resistant to MSV, GLS & Cob rots



TMV 2:

Altitude: Above 1500 m.a.s.l

Maturity: 180-190 days Yield: 7.5 T/h Resistant to Maize Streak virus





Tomato Tengeru'97

Shape: Oblate Size: 70-90 gms

Flesh Thickness: 0.70 cms Maturity: 85-100 days Yield 40-60- T/ Ha Shelf Life: 3 Weeks Contains High Pulp, Used for processing and juice



Tomato Tanya

Shape: Round to oblate Size: 100-125 gms

Flesh Thickness: 0.75 cms Maturity: 95-100 days Yield 60-80- T/ Ha

Shelf Life: 2 Weeks Resistance to Root Knot

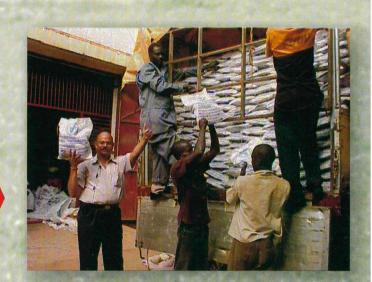
Nematodes to MV & Fusarium Wilt.

Ulganda News



EASEED Stand at Agricultural Show 2005 at Jinja

EASEED Uganda is a leading and reliable source of high quality seeds, fertilizer and agri-tools for Non Governmental Organizations (N.G.O.) for their relief efforts. Loading stocks for N.G.O. supplies



Agriscope (AFRICA) Ltd



Agriscope team in Nairobi



Agriscope's own packed products

Agriscope (Africa) Ltd., a fully owned subsidiary of East African Seed Co. Ltd. has completed two years in the Agrochemical business successfully. We wish to thank all our associates, customers and stakeholders for their sincere support for making it happen.

We are pleased to announce the launch of Mamba (Glyphosate) and Dursban (Chlorpyrifos) in our own packing. Mitigan (Dicofol) has also been introduced now, Soon the full range of products will be made available.

We are committed to achieve leadership position in the agrochemicals and public health/hygiene products business by ensuring high quality at the right price backed up by efficient and prompt services.

INTERNATIONAL NEWS



EASEED M.D. Mr. Jitu Shah participated in the AFSTA Seed Congress in Cameroon, March 2005



Mr. Jitu observing new Tomato varities in Israel

EASEED DISTRIBUTOR IN ETHIOPIA HEBEST PVT. LTD.



Customers can now contact us on:-

0722 - 207747

0734 - 333161



Mr. Jitu Shah at ISF World Seed Congress in Chile, May 2005



EASEED range of JACTO sprayers from Brazil



EASEED Onion Red Creole Seed production farm in USA

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

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