



Africa's Best

East African Seed Co. Ltd. NEWSLETTER Vol. 9 January 2006

From the Managing Director's desk

I take this opportunity to wish you all a very happy and prosperous new year 2006. We stand by our commitment to continue offering the best quality seeds and services to make every year a bountiful year for our farmers.

2005 has been a year of consolidation and positioning for us with our network of distribution being streamlined and widened to avail high quality seeds, agri-inputs and services to the remotest farming communities. We also had a renewed thrust on trainings for all stakeholders including farmers, distributors and staff.

With irregular climatic patterns, drought and famine conditions prevailing in the region, we continually need to upgrade farming practices of our farmers and promote use of drought resistant and high yielding hybrid, varieties. Our active participation in the global seed industry scenario enables us to offer our farmers with the latest information and the best available inputs.

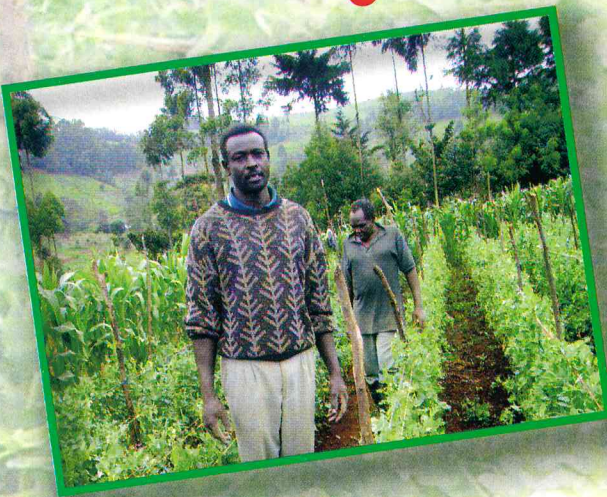
I would like to once again thank all our associates for their continued support and encouragement in making **EASEED** brand, the 'first choice' of every farmer.

Jitu L. Shah

Quality Herbs from EASEED



Farmers' Page



Mr. Mwai, a prominent farmer in Karatina planted **EASEED Snow Peas Giant Oregon Sugar Pod II** for the first time in August 2005. He has been growing export vegetables especially Peas and Beans for a number of years. He says the **EASEED** variety of Snow Peas has been the best so far due the following facts:

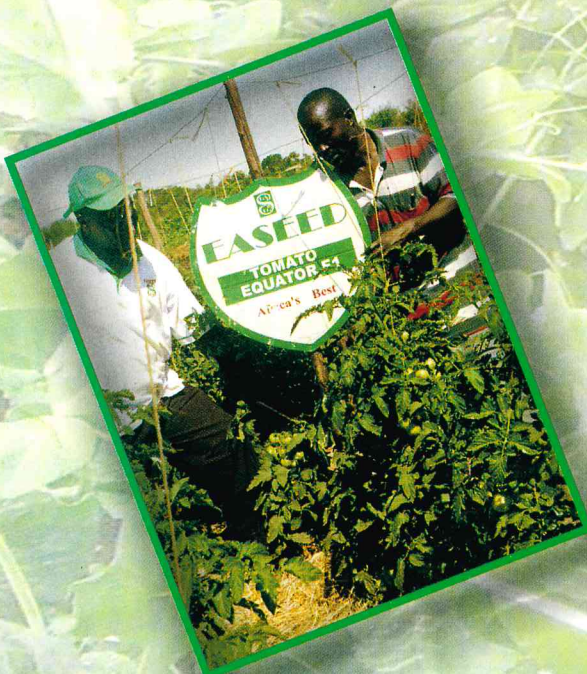
- It does not seed early.
- Has excellent tillering ability.
- Can be harvested for a longer time as compared to other varieties.
- The pod size, shape and colour are just right for the export customers.

Mr. Mwai advises all prospective Snow Peas farmers to be cautious of improper drainage as water logging may lead to seed decay in the soil.

Mr. Jack Apunda, a progressive Tomato farmer in Kadibo division, Kisumu said: "I have been growing **EASEED** – Africa's Best Tomato varieties – **Cal-j** and **Rio Grande** for the last 8 years and I tried Tomato Nuru F1 this year to find my earnings increase dramatically." "Nuru F1 has many unique features like 16 days in the seed nursery and exactly 60 days from the date of transplanting to first harvest yielding an average of 100 fruits per plant. Fruits are hard and have a long shelf life of over 30 days which helped me get good prices." he says.



"Tomato Nuru F1 is a real light for farmers who want to farm as business." He concluded.



Mr. Solomon, a farmer in Usenge Beach, Bondo has been a full time farmer. He has been growing various **EASEED** varieties like Watermelons- **Sugar baby**, **Charleston gray** and **Sukari F1**, **Sweet Melon Galia F1**, **Peppers- California Wonder/Yolo Wonder**, Tomatoes – **Rio Grande**, **Nuru F1** and now **Equator F1**-indeterminate variety. He says Equator F1 has been performing excellently, yielding highly with good feeding and proper staking.

Quality Seeds - Essential for high yields



Good quality seed is the essential start for a first rate crop. Characteristics like germination, vigour, seed health, purity, moisture content and variety are often used to assess quality and yield potential.

EASEED quality has over the years won the praise and confidence of farmers, stockists and processors across East Africa and beyond. In order to meet, achieve and sustain the high quality standards expected by demanding customers/farmers, the seed quality control department employs a quality control system that encompasses seed quality tests, research, production, and processing that meets, strictly adheres to and cooperates with national and international organizations' standards e.g. KEPHIS, KARI, ISTA, OECD AND UPOV. The system is backed up with a full fledged seed testing laboratory with a team of qualified technical staff (that strictly adheres to ISTA seed testing procedures), qualified field staff for pre and post control trials and training farmers on correct agronomic practices.

Laboratory tests are used to confirm the viability of the seed while field trials can often show dramatic differences between different varieties. Through this we strive to retain the characteristics of standard varieties and we continue to be highly successful in the introduction of new and improved area adapted varieties. Thus **EASEED** customers enjoy true to type, high germinating vigorous seed.

"Super- broccoli" may help people fight cancer



Scientists are developing a Super Broccoli to be ready in three years which they say may ward off cancer. Broccoli belongs to the crucifer family of vegetables that included Cabbage, Cauliflower and Brussels sprouts, contains high levels of anti- cancer properties. But a study has found that some people's genetic may minimise the protection they get. Institute of Food Research (IFR) scientists are creating broccoli containing more of the key chemical- Sulforaphane, an anti-cancer agent that may counter this effect. About half the population do

not have a gene called GSTMI. Those who lack this gene appear to get less cancer protection from broccoli than those who have the gene, according to leading researcher Professor Richard Mithen. Mithen said: "Our studies suggest that this may be because, if you lack the gene, you cannot retain any sulforaphane inside your body. It is all excreted within a few hours. However, if you consume larger portions of broccoli or broccoli with higher levels of Sulforaphane such as the 'Super-Broccoli' you may be able to retain as much sulforaphane in your body as those who have the gene" The Super- Broccoli variety contains 3-4 times more of the compound than standard type. **EASEED** is also planning to introduce such 'Super-Broccoli' in collaboration with our Japanese associates in the near future for East African consumers. (Courtesy: TOI)

Tomato Production - Good Agronomic Practices

Transplanting: Three to five week old Tomato seedlings are ready for transplanting.

Plant Spacing: Depending on the growth pattern of the variety – indeterminate varieties range from 30 cms- 60 cms by 30 cms- 60 cm and determinate varieties range between 60 cms – 100 cms by 45 cms- 90 cms.

Watering: Tomatoes require large volumes of water, especially as the fruit is developing; the fruit is 95% water from fruit set to harvest. The best yield occurs with a consistent water supply through out the growing season and drip irrigation is often the easiest method to accomplish uniform irrigation. However, natural rainfall can meet some or all of the water requirements of the crop during open field production.

Fertilisation: At transplant, a soluble starter fertiliser that is high in phosphorus like DAP is recommended. Nitrogen requirements vary based on soil test results. If required, nitrogen can be applied via the drip system two weeks after transplant.

Pest and Diseases Management:

Integrated pest management (IPM) is the best way to curb loss in tomato yield.

Common diseases:

1. Bacterial Wilt (bacterium erwinia tracheophila)

Erwinia tracheophila damage shows up at first as dry leaves, which have wilted. The edges of the leaves may appear ragged as if they were chewed. Often the leaves will recoup from the wilting process during the night when moisture is heavy in the air, but come morning they will wilt and shrivel once again in the Sun. This process leads to eventual

death of the plant. Bacterial wilt is soil born and spread by insects from one plant to the other. Insecticides must be applied prior to the plant being infected with bacterial wilt.

2. Blossom-end Rot

These are sunken, dark watery areas on the blossom end of tomatoes but fruits are still edible except in the region of the fruit affected by blossom-end rot. It turns to soft rot if infection by fungi and bacteria occurs. The main means of control is mulching and metered watering to keep the soil at a consistent water level so that excessive water conditions do not exist.

3. Bacterial Spot (xanthomonos vesicatoria)

Green tomatoes have small, dark sunken spots on them while on red tomatoes it is much more prominent. This disease can result in severe tomato plant defoliation. Tomato plants which show signs of bacterial spot damage need to be treated at seven day intervals with spray containing both Maneb and Copper Sulphate. Pick and destroy any affected tomato fruits as these will be not edible.

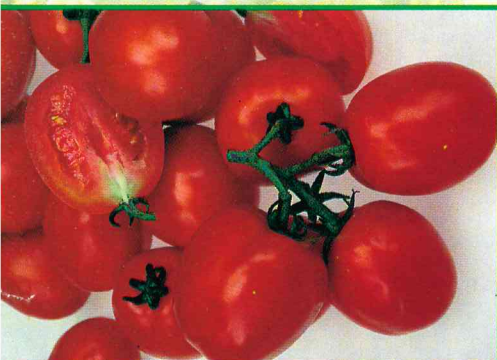
Crop Support and Pruning:

Crop support is important during production of tomatoes to improve light interception, reduce disease incidence and enhance early fruit set. The most used crop support methods are wire trellises, individual stakes and stake and weave systems. Pruning tomatoes refers to the removal of auxillary shoots (suckers). Remove suckers less than 10 cms long up to the one below the first flower cluster.

Harvest:

Tomatoes can be harvested at various stages of ripeness. Fresh market tomatoes are harvested at stages ranging from light red to full red, which is also known as vine-ripe.

By Amollo Odongo



Tanzania News

EASEED Tanzania is proud to announce that **PROFECRON 720 EC** (Profenofos) will be launched in March 2006, a product of Agriscope Africa Limited. It is a broad spectrum foliar Insecticide and Acaricide with Contact and Stomach action. It has a high knock-down effect and excellent translaminar activity against chewing, mining and sucking insect pests and spidermites. For use in Coffee, Tea, Vegetables, Beans, Ornamentals, Sunflower, and Cashew nuts.

Product Profile:

Composition : 720 gram Profenofos per litre.
Packing : 250 & 500 ml Tamper proof seal, Eco friendly Aluminum Bottle.
Manufactured By: Nagarjuna Agrichem. Limited, INDIA
Approved by: TPRI Arusha
Label: The details are in English & Kiswahili.



EASEED-Tomato Seed Production Farm near Arusha



Breeders from Japan on a fact finding visit on the Hybrid Cabbages in Arusha, 2005.

Uganda News



Eased Distributor : Master Seed Agro Input, Mbale, Eastern Uganda



Cabbage Super Master F1 Demo Plot

Agriscope (Africa) Limited

AGRISCOPE (AFRICA) LIMITED started its operation in July 2003 and became a subsidiary of **EASEED** in August 2004. A lot has happened during 2005. Agriscope managed to register its first agrochemical **PROFECRON 720EC** in Tanzania and is expecting its first shipment in February 2006. The distributors in Tanzania will be East African Seed (T) Ltd.

The second product in the pipeline is **UADUD** (Alphacypermethrin 5% WP) for use against mosquitoes and other household pests.

This will be followed by:

1. Alphascope 10% EC (Alphacypermethrin 10% EC).
2. Ascoris 48% EC (Chlorpyrifos 48% EC).
3. Magic 50% EC (Malathion 50% EC)
4. Topaz 25% EC (Tebuconazole 25% EC)
5. Concord 20% SL (Imidacloprid 20% SL)
6. Comet 72% WP (Metalaxyl 8% + Mancozeb 64%)



Many other generics, Bio pesticides and multi micronutrients with popular demand in East African region will very soon be in our product portfolio. We wish to thank all our associates, Customers and stakeholders for their sincere support for making it happen. Agriscope endeavors to be an integrated solution provider for plant protection. Please contact us for all your Agro chemical requirements. Your Satisfaction is guaranteed

Meet our Distributors



Proprietor of **Farm + Plus**, Mrs. Asya Mnjala, a qualified lab technician whose entrepreneurial spirits made her quit her cosy government job says "we set up our first shop in 2000 at Kongowea Market in Mombasa by buying seeds and agrochemicals from EAST AFRICAN SEED CO. LTD. and we have been steadily growing with them."

"I find **EASEED** products to be very popular with the farmers because of quality, packaging and the availability in all sizes suitable for kitchen gardens to big farms."

APSA Seed Congress 2005



MD's visit to
APSA Seed Congress, Shanghai, China.



Management team of **EASEED** during
training session in January 2006

Opening Soon Jacto Sprayers Clinics



All the major towns will soon have **EASEED** Jacto Clinics attached to our distributors to offer maintenance tips and repair services



Customers can now contact us on:-

0722 - 207747

0734 - 333161

**Cash
Deposit
Details**

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