

**Message from the
Managing Director**



Agriculture remains more than an economic activity it is the foundation of livelihoods, food security, rural growth, and transformation for millions of people throughout Africa and beyond.

How do we encourage the young generations to embrace farming to feed us in the future? The future generation will need capital, land, equipment and financial training. They will need flexible funding to support them through the seasons to finance the future. With the support of current farmers, they can learn how to grow and prosper, exposing them with hands on farming, "Let's build African young farmers for the future".

Elder farmers hold the blueprint. No digital app will provide what the farmers know through their years of experience. This wisdom is essential for the future of growing and its also about keeping the legacy alive and honoring the land.

The future of agriculture depends on its ability to attract the next generation. Innovation hubs and agritech startups are creating new career pathways for youth outside traditional farming roles.

The 4th and 5th generations are already digital savvy, we should use that as a growth tool. More and more farmers now depend on digital influence, technical and mechanical know how.

The ongoing transition to digitised value

chains presents opportunities for financial inclusion, remote advisory services, and market access for previously underserved communities.

Climate variability remains one of the greatest threats to agriculture across the region. Recent conditions in parts of the horn of Africa, including Kenya and Uganda, have underscored how vulnerable rain-fed systems are to climate shocks and food insecurity. Expanded use of drought-tolerant crops and resilient seed varieties to helping farms withstand seasonal variability through research and development, promoting regenerative practices, crop diversification and soil conservation remain our key focus.

The agricultural opportunity in 2026 goes beyond the farm gate. Value addition, processing and cold-chain logistics are key drivers of sector growth. Investments in storage, processing facilities and efficient transport are reducing post-harvest losses and expanding market reach.

Regional collaboration will be critical particularly within the East African Community (EAC) and broader continental frameworks, in laying the groundwork for seamless market integration to benefit producers and consumers alike.

We remain committed to working closely with governments, development partners, investors, and farmer groups to scale these policy gains to realize positive ground impact.

By mainstreaming inclusive development, we are not just growing output, we are also expanding opportunities.

I extend my deepest gratitude to every farmer from the past and present, partner, innovator and Institution driving this progress forward. Let us continue to build agriculture systems that are productive, sustainable and equitable for all.

Jitu Shah
Managing Director

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Access to Seeds
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Ranked

No. 1

in Eastern &
Southern Africa

2019 / 2020



Access to Seeds
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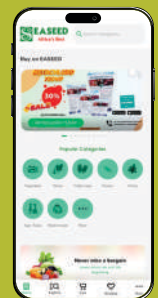
Ranked

No. 2

in Eastern &
Southern Africa

2021 / 2022

**SCAN TO
DOWNLOAD**



NEW SEED PRODUCTS



01 Squash – Riziki F1

- Vigorous growing plant with high yield potential (8 tons per acre)
- Ready for harvesting in 40–45 days after planting
- Uniform cylindrical fruits
- Fruit length: 15–18 cm
- Excellent virus package contributing to prolonged harvest period



02 Tomato – Mazao F1

- Excellent plant Vigor with adaptability
- It produces uniform clusters with ideal size & shape
- Uniform and attractive deep red fruits
- Excellent Fruit firmness
- Early in fruit harvesting
- Highly tolerant to bacterial wilt, TYLCV, F,V & foliar diseases



03 Maize Tajiri (EASH 1220)

- High Yields in Highland areas (40 - 45 bags/acre)
- Good standability and adaptability
- Good ear rot tolerance
- Excellent Foliar disease Tolerance
- Sweet Taste, suitable for roasting & boiling



04 Onion – Red Crown F1

- High yielding with excellent market qualities
- Early maturity: 75–85 days
- Deep red medium to large bulbs
- Very thin neck – excellent curing ability
- Yield potential: 23 tons per acre
- Storage ability up to 5 months
- High disease tolerance to pink root, downy mildew & purple blotch



05 Fodder Beet – Feldherr F1

- High yielding hybrid fodder beet with light orange bulb colour
- Dual purpose (Grazing and Lifting)
- Uniform bulb size and height
- Storage up to 5 months
- Rapid growth rate under good conditions
- 90–100% usage – zero waste
- Ideal for dairy, beef, sheep and young livestock

NEW CROP PROTECTION PRODUCTS



Syoprid 20wsp - Acetamiprid 200g/kg

It is a systemic, broad-spectrum neonicotinoid insecticide, effective against various sucking and chewing pests.

1. Systemic & Contact Action - Penetrates plant tissues to provide long-lasting control of pests hence reducing long lasting control of pests hence reducing the frequency of applications.

2. Low dosage, High Efficacy - Effective even at low application rates, making it cost efficient.



Agriwin 72WP - (Mancozeb 640g/kg+ Metalaxyl 80g/kg)

It is a broad-spectrum fungicide combination used to control various fungal diseases in crops.

Key Features:

1. Dual- Action Formula - Combines Mancozeb, a multi contact fungicide, with Metalaxyl, a systemic fungicide, for enhanced disease control.

2. Rain fastness and long - lasting protection- Good resistance to wash off by rain after proper drying. Provides extended control due to its system- ic and contact action



Introducing our Crop protection innovations 2024:

Jaguar 70WP for superior weed management in sugarcane, Maximus, the ultimate herbicide for sugarcane and maize, and Sibamectin for effective pest control. Empowering farmers with the best!

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1 EASEED senior management team during a strategy meeting retreat in Mombasa

2 EASEED Strikers during a charity event at Sarit Centre, Nairobi

3 MD Jitu Shah & Mrs Nima Shah during the AFSTA Congress 2025 in Kigali, Rwanda

4 EASEED Group Senior management joined International delegates during the ISF Congress in Turkey

5 MD Jitu Shah accompanied by the senior management at Wambugu ATC examining an excellent maize hybrid crop from EASEED

6 Nyandarua County Governor learning about Fodder beets at the Aberdares agribusiness show in Olkallaou

7 Mrs. Nima Shah and the dedicated team at Agriscopes (Africa) Ltd come together to cut the cake in celebration of Women's Day 2025.

8 MD Jitu Shah rewards long serving employees who served in the organisation for over three decades as they retire

9 MD Jitu Shah joins best employees for the year 2025 during the end year party

10 EASEED staff join in celebrating Mr Praful for his long and dedicated service to the EASEED Group spanning over three decades

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- 1 Cabbage farming is emerging as a promising business opportunity for upcoming farmers in Tanzania. The cabbage Baraka F1 variety yields an average head size of 5-6kg, maturing withing 75-85 days
- 2 Happy Farmer in Iringa Region sharing success story of his preference maize variety KH 500-43 A.
- 3 Syova seed Tanzania supports farmers with expert agricultural extension officers for optimal yields.
- 4 Syova Seed Tanzania show cased their products during a women empowerment in agriculture training session in Arusha, highlighting opportunities for women to enhance their agricultural productivity and economic independence
- 5 Syova Seed Tanzania Team with top agrodealer second left in Tarakea Market
- 6 Syova Seed Tanzania Team celebrating award of the best managed crop in Nane Nane Mwanza Show for the year 2025
- 7 Syova Seed Tanzania Team with top agrodealer second left in Tarakea Market
- 8 Syova Seed Tanzania was awarded a trophy for best managed crop in NaNe Nane Show
- 9 Syova Seed Tanzania kicked off 2026 with BIG VIBES!.The team is super stoked and energized ,ready to drive agricultural innovation and support farmers to thrive!
- 10 Tomato Tengeru, a high-yielding open-pollinated (OPV) tomato variety popular among Tanzanian farmers due to its heat tolerance and disease resistance

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1 Showcasing quality and innovation at the 18th Agri show National Expo—connecting with farmers and partners through our product & demonstration garden displays.

2 Cabbage BARAKA F1 field day in Mudende Sector, Rubavu District, attended by 35 participants—showcasing hybrid performance under local growing conditions.

3 Beyond the field, we grow together strengthening teamwork while honoring the women who drive our success on International Women's Day.

4 Training on Pepper Gallant F1 conducted in Muko Sector, Musanze District, attended by 32 participants enhancing knowledge on hybrid performance and crop management.

5 Our team at the Southern Province Expo (17–28 July 2025), engaging farmers, partners, and stakeholders while showcasing our high-performing agriculture solutions.

6 Showcasing quality and innovation at the 18th Agri show National Expo—connecting with farmers and partners through our product & demonstration garden displays.

7 Captain F1 field days held in Nyagatare District, and Rubavu Sector, Rubavu District brought together 80 farmers who observed its outstanding performance and bumper harvest under real farming conditions.

8 Giving farmers the opportunity to test and experience quality firsthand hybrid vegetable samples distributed during farm visits in Kamonyi and Gisagara Districts.

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1 Syova Seeds (Zambia) Ltd team during a training session for our distributors

2 Syova Seeds (Zambia) Ltd during a visit of one of our key distributors in Zimbabwe

3 Syova Seeds (Zambia) Ltd is participating in the GART Agricultural Show in Lusaka, Zambia.

4 Our MD Mr. Jitu Shah visiting one of our top distributors in Lusaka, Zambia

5 Farmers seeking advice from our customer care desk at the Lusaka shop

6 In a bid to reach farmers easily, Syova Seeds (Zambia) Ltd is embarking on increasing fleet to serve more farmers

7 A happy farmer inspecting a beans chipolopolo farm in Central Zambia

8 Watermelon Sukari gaining traction in Zambia & Zimbabwe

9 Rape Hobson, a high yielding, fast growing crop doing very well in the Zambian market

10 Syova Seeds (Zambia) Ltd staff training farmers on field preparation & crop management

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1 Our footprint expands to Kayunga, Arua and many other markets through partnerships with seedling nurseries aimed at delivering quality planting materials closer to farmers.

2 Excellence recognized: In 2025, our team proudly received six industry awards in recognition of our commitment to quality, innovation, and impact.

3 More than customers partners in growth. Sharing Christmas gifts and appreciation with our valued customers.

4 We proudly launched KING F1, our new hybrid tomato, in Mbale and Kayunga packed with excellence, disease tolerance, and innovation for high-yield production.

5 Through participation in 41 exhibitions, our team strengthened market visibility, partnerships, and farmer engagement across key agricultural platforms.

6 Recognizing outstanding performance in 2025. While everyone at Syova is a winner, we proudly celebrate team members whose exceptional dedication stood out.

7 Lira District hosts the launch of AGSUN 8251, our latest hybrid sunflower developed to meet farmer needs and local growing conditions.

8 Our Managing Director, Jitu Shah, together with his wife, Nima Shah, visiting our Uganda offices engaging with staff and celebrating our shared achievements and milestones as one team.

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