



EASEED

Africa's Best



VOL 37, NEWSLETTER MARCH 2022

East African Seed Co. Ltd.



This year, Agriscope Africa Ltd (East African Seed Co. Ltd.) is celebrating 50years since our company was incorporated in Kenya. I wish to thank you for being a part of this big milestone; **In 2019/2020, we were ranked No. 1 in Eastern & Southern Africa in Access to Seeds Index.** In the latest Index of **2021/2022, we are ranked No. 2.** Without you, we could not have achieved this highly valued ranking.

With continued investment in ensuring quality of our products, our Kenyan Quality Assurance Lab was approved last year for self-authorization, indicating growing big steps towards efficiency in our service to our customers and other stake holders.

Our Research Teams have released new high performing climate smart **Maize Hybrids Taji (MH502), Pema (MH402) and Faraja (MH503)** to help farmers improve their food productivity and generate better incomes. Additionally, we continue to offer you top quality **hybrid vegetable seeds** and high performing **crop protection and nutrition products** for your successful farming enterprises.

On field crops, we are currently leading in the promotion of high Iron and high Zinc bean varieties **Bean Angaza (KMR 11)** and **Bean Faida (KMR 13)**; both varieties are packed with nutritious benefits for your health.

To address the growing demand for high quality fresh produce in Europe, we have introduced new **French bean Caledonia** and **Elba** for our Fresh Produce Exporters.

To take our services closer to more small holder farmers, we have engaged field promoters in Kenya, Uganda and Tanzania to help farmers achieve better and improved results from their farming activities.

We are also expanding further into Central and Western African markets where hybridization is still very low; we shall contribute to a faster technology adoption and growth of the markets utilizing our agrodealer networks.

The world continues to return to near normalcy as we see a slowdown of COVID 19 effects and improvements in global supply logistics. This comes as a welcome move towards recovery of many businesses which were greatly affected since the outbreak.

Finally, ladies and gentlemen, we note that Africa's population stands at about 1.39billion today; by 2030, Africa's population is projected to reach about 1.68billion people. This growth averaging about 2.55% annually will compound the need for food and other agricultural related raw materials.

I therefore wish to call upon our farmers, particularly our youthful farmers, to take more interest in farming, venture and invest more in agricultural business enterprises. The opportunities for growth are very lucrative and will last a lifetime because human beings must eat to live.

I wish you all a prosperous and healthy Year 2022!

Jitu Shah
Managing Director



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www.easeed.com

NEW PRODUCTS



EASEED
Africa's Best



Collards – Sweet Georgia F1

- 🚩 Georgia type hybrid collard with long harvesting period
- 🚩 Harvesting starts from 40 - 45 days after transplanting
- 🚩 Large, medium dark green wide leaves
- 🚩 Great uniformity and fast regrowth
- 🚩 Short internodal length – repeated heavy harvest of leaves
- 🚩 Widely adapted and slow to bolt
- 🚩 Very palatable, easy to cook, sweet taste
- 🚩 Highly resistant to black rot



TOMATO – TOM 4420 F1

- 🚩 Vigorous high yielding semi determinate plants with excellent fruit set
- 🚩 Fruits are oval in shape
- 🚩 Excellent close bearings with uniform fruits; suitable for prolonged harvests
- 🚩 Uniform medium sized fruits weighing about 120 - 140gm
- 🚩 Very good fruit firmness and long shelf life
- 🚩 High disease tolerance to bacterial wilt, TYLCV, fusarium and verticillium wilt



Sweet Pepper – Gallant F1

- 🚩 Vigorous high yielding variety for open field production
- 🚩 Starts harvesting from 60 - 65 days after transplanting
- 🚩 Fruits are blocky in shape
- 🚩 Dark green medium sized, good close bearings compact thick fruits
- 🚩 High tolerance to tobacco mosaic virus (ToMV)



French Bean – Elba

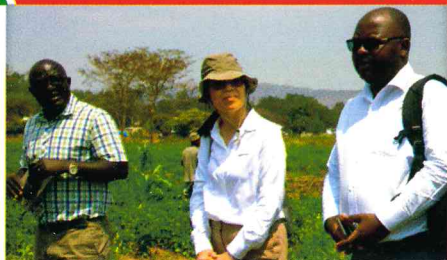
- 🚩 Extra fine and fine type dwarf French bean variety suitable for fresh and processing market
- 🚩 Starts harvesting from 55 – 60 days
- 🚩 Strong vegetative, short erect bush plants with medium to dark green pods
- 🚩 Pod length: 12 - 14 cm & diameter: 6.5 – 8.0 mm
- 🚩 Pods are circular and straight in shape
- 🚩 High yield potential and good shelf life
- 🚩 High resistance to BCMV, Anthracnose and intermediate resistance to rust and halo blights



French Bean – Caledonia

- 🚩 Extra fine and fine type dwarf French bean variety suitable for fresh and processing market
- 🚩 Maturity: 60 - 65 days
- 🚩 Strong vegetative plants
- 🚩 Erect bush plants with dark green pods
- 🚩 Pod length: 12 -14 cm & diameter: 6.5 – 8.0 mm
- 🚩 High percentage of straight pods giving it high selling value
- 🚩 High yield potential and good shelf life
- 🚩 High resistance to BCMV, Anthracnose and intermediate resistance to rust and halo blights.

US Commission Demo Visit At Mkoga- Iringa



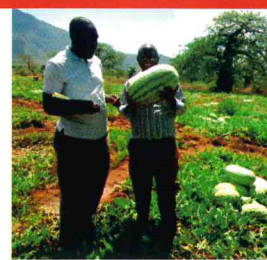
US Commission Team visits Tomato Bawito F1 demo site at Mkoga Village Iringa to join hands with SYOVA SEED extension activities; a move to Strengthen farmers access to good agricultural practices, Improve Quality seeds, Agro chemicals and Markets.

Tomato Bawito F1 Field Day Ruaha



Farmers are getting product knowledge on Tomato Bawito F1 during on farm training at Chimala Mbeya . Early maturity, high yield, good fruit shape, size and Bacterial Wilt disease tolerance of our variety has improved incomes of our small scale farmers across the region.

Watermelon Sukari F1 Demo Ruaha



Mboga na Matunda Team appreciating good performance of Watermelon Sukari F1 of about 13kg. The excellent taste, shape and shelf life of our Sukari F1 makes it the number one choice for farmers.

Sweet Pepper Big Bell Harvest Mafinga



Our lead farmer Magreth Tewe and SYOVA SEED Field Agronomist Miss. Kuruthum Kuruthumu Manjonjo appreciating high yield of Sweet Pepper Big Bell at Mafinga Iringa.

Cabbage Baraka F1 Field Day Mafinga



Farmers are attracted by great performance of Cabbage Baraka F1 at Kitelewasi Mafinga , Iringa planted by our lead farmer Mrs. Tumaini Kilawa. Strong field capacity, head uniformity, diseases tolerant, uniformity and wide adaptability are important qualities which convinced our farmers.

Tomato Mwangaza Field Day Kalenga Iringa



Tomato Mwangaza Farmers Field day at Kalenga Iringa.

MAIZE HIGHLIGHTS

TAJI (MH502)



- A good mid - late maturing hybrid suitable for altitude range of 1100 - 1900m above sea level. The areas include Embu, Nyeri, Meru, Narok, Bomet, Uasin-Gishu, Transzoia, Nakuru and Nandi county among others. It matures in 135 - 145days.



Official Launch of BWT Tomato Bawito F1 in West Nile region at Dessert breeze hotel in Arua by SYOVA



Field day carried out regarding promotion of BWT Tomato Safa F1 at Budaka in Eastern Region conducted by product development department on 10/12-2020



Field day on Forage Crops; Sugar graze, Nutrifeed carried out in Mbarara



Field Promoters' Team Headed By Sales and Marketing Department



Maize KH500-43A demo garden at Jinja show for the year 2021 exhibition

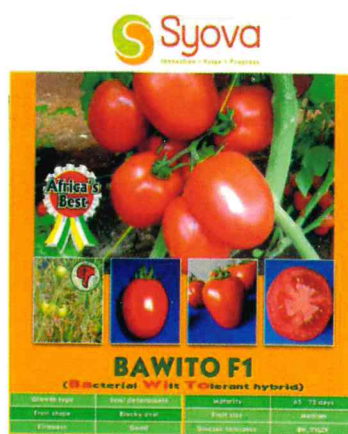
Tomato Segar F1



East African Seed Co. Ltd.

An indeterminate variety suitable for greenhouse production

Tomato Bawito F1



East African Seed Co. Ltd.

A Bacterial wilt Tolerant Variety

RAOCKET 44 EC (Profenofos 40% + Cypermethrin 4%)



Stomach & Contact action insecticide for the control of Sucking & Chewing insects of Cotton, vegetables, Citrus & Beans.

HIGH IRON BEAN

Faida and Angaza

SEED AVAILABLE

HERE

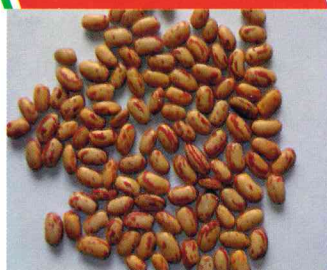


Since 2018, EASEED has been accelerating the upscaling, promotion and distribution of High Iron and High Zinc Beans. The two most superior varieties are **Bean Angaza (KMR 11)** and **Bean Faida (KMR 13)**, both of which are currently available from our distributors.

We have organized demos and training programs for these beans in 2022 across the entire country.

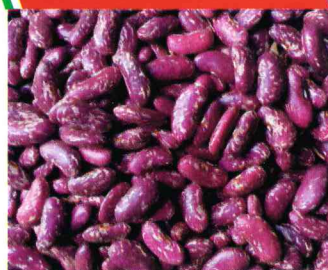
Counties that were piloted for the intense promotion are: Makueni, Nakuru, Narok, Bomet and Trans Nzoia.

BEAN ANGAZA (KMR 11)



- A determinate plant with an average height of 35 - 40cm.
- Matures in 82 - 83 days.
- Seeds are sugar type (white mottled), medium size, have a white hilum surrounded by a brown halo. The pericarp is greenish and changes to sugar-type with age.
- Potential yield ranges from 1400-1900 kg/ha or 7-9 bags/acre.

BEAN FAIDA (KMR 13)



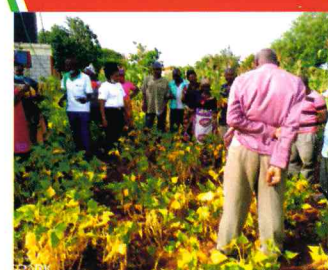
- A indeterminate plant with an average height of 40-45cm
- Matures in 84 - 85 days
- Seeds are large and kidney shaped, have a white hilum and greenish pericarp, which changes to red-mottled with age.
- Potential yield ranges from 1400-1900 kg/ha or 7 - 9 bags/acre.

French Bean Caledonia



- French Bean Caledonia in Kajiado County.

Farmers Training



- Bean Angaza promotional training in Makueni County.

NEW CHEMICAL PRODUCTS

Trimix



TRIMIX is formulated for easy uptake of high levels of calcium coupled with boron and a range of nutritive elements.

Hufumax



HUFUMAX is a growth promoter containing Humic & Fulvic acids with other organic matter.

Vegex



VEGEX is a 100% water soluble liquid growth hormone product. The main contents are Gibberellic acid, humic acid, Amino acid, nitrogen etc. It provides natural long-term immunity to crops and soil. It can be used in all types of vegetables, plantation, horticultural & floricultural crops.

Humiscope



HUMISCOPE LIQ. contains a good ratio of fulvic acid essential in nutrient transport. It is a foliar fertilizer with carbon and potassium (Source of nutrition)



Ascosate 480 SL (Herbicide)

Excellent control of annual and perennial weeds in a wide range of agricultural crops.



Speed-Go (Herbicide)

Effective selective post emergency herbicides for control of broad leaves and annual grasses in maize field.



Parachute 24 SL (Herbicide)

Excellent herbicide for control of weeds in Potatoes, Cotton, Wheat, Maize, Rice and Horticulture crops.



VegiMax (Herbicide)

Enhances plant growth in wide range of fruits, vegetables and field crops.



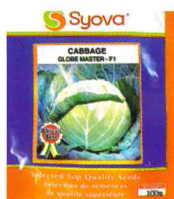
Ascosph 80 WP (Fungicide)

Broad spectrum contact fungicide cum acaricide for the control of various diseases and mites in wide range of crops.



Conquer 75.7 SG (Herbicide)

Non-selective systemic granule herbicide used to control annual and perennial grass weeds of various crops.



Cabbage Globe Master-F1

Maturity 80 - 90 days, suitable for a wide range of areas. Medium big heads, with average head weight of 4-6 kg, - 14,000 to 18000 heads per acre.



Cabbage Zawadi-F1

Maturity 90 - 100 days, suitable for highland areas and cooler regions, large sized head with an average head weight of 5 - 6 kg.



Carrot Nantes

Maturity 90 - 100 days, suitable for medium and high land areas with a yield of 14 - 18 tons per acre.



Tomato Tengeru '97

Semi determinate growth habit with round fruits giving an average weight per fruit of 130 - 140g. Potential yield of 30 tons per acre.



Onion Capriccio

Open - pollinated onion variety, with a flat round to round bulb shape having a yellow to medium brown colour, giving a yield of 15 - 18n ton per.

EASEED EVENTS



Guests & Delegates visit the EASEED booth at the AFSTA 2021 Congress in Mombasa



Our TCM 2021 guests engage in an interactive game involving our key Hybrid Maize Varieties



New fleet of vehicles for customer service and on - farm promotions and trainings

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