



EASEED

Africa's Best

East African Seed Co. Ltd.

NEWSLETTER

Vol. 11

January 2007

MD's Message



I would like to take this opportunity to wish all our customers and well wishers a very happy, prosperous and healthy New Year 2007.

I would like to call upon you to fully explore the new opportunities that "Africa's Best" offers you with the launch of Hybrid Maize KH600-15A for high altitude and New Hybrid Cabbage varieties.

What you can also expect is increased field level activities across East Africa to train the farmers to get higher yields by following good agronomic practices and by using high quality EASEED hybrid seeds.

I would like to assure you that we will continue to provide only the highest quality seeds and other inputs.

As you all know, we had to end the year on a sad note as one of our Directors' and my brother Mr. Ashok L. Shah passed away on 28th December, 2006 after a brief illness.

I wish to thank you for your moral support and sympathy during the trying period.

We, at EASEED will strive to continue the "Humane Touch" for which all of us remember him, in all our dealings.

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

Jitu L. Shah

TOP QUALITY HYBRIDS



In our endeavor to offer total farming solutions EASEED is proud to announce the release of hybrid maize variety KH 600-15 A for high altitude areas after an intensive research and breeding process with the help of KARI.

The variety KH 600-15A has exhibited superior qualities that our farmers should take advantage of for optimal results. It is currently one of the highest yielding varieties giving 8-10 tons/hectare or an equivalent of 32-40 bags /acre.

It is more environmentally stable with very strong stalks hence good stand ability. Husks are very well covered to prevent rotting in excessive moisture. The grains are white and semi-dented.

This is a big break through for our esteemed farmers to take advantage of this for high returns and big margins.

KH 600-15 A
TOP CROSS HYBRID MAIZE SEED
HIGH ALTITUDE DOUBLE COBBER

EASEED reaches out to the distributors & farmers



EASEED has put up Display Boards at major Distributors to facilitate information flow to the farmers about products, good agronomic practices and highlight socially beneficial issues.



Carrot Promotion in Mau Narok



Road Show in Malindi



Pre-planting Field day in Kimana, Coast

Research & Development

The company has acquired further 50 acres in Thika adjacent to the existing R&D plot to enhance its activities. The activities of germ plasm collection, purification and seed production programs have already been started. All the lots going to the market are being tested for grow out test before they reach the shelves to ensure that the varietal traits are maintained.

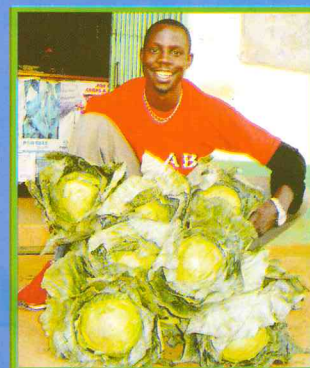
The company would like to focus in the current year on product promotion through field level activities to educate the farming communities in the interior most places to enhance their incomes.

New Improved products in the offing by:

Purification and selection of new lines in our existing popular products in Hot Peppers (Fresno Bullet and Long Slim Cayenne), Okra (Pusa Sawani) and Egg Plant (Ravaya).

Purification and Introduction of new varieties in Birds Eye Pepper and Grain Amaranthus.

Identification and release of the best hybrids in Maize, T P S, and Sunflower suitable to the East African Market by conducting multi-location trials in all the important agro climatic regions.

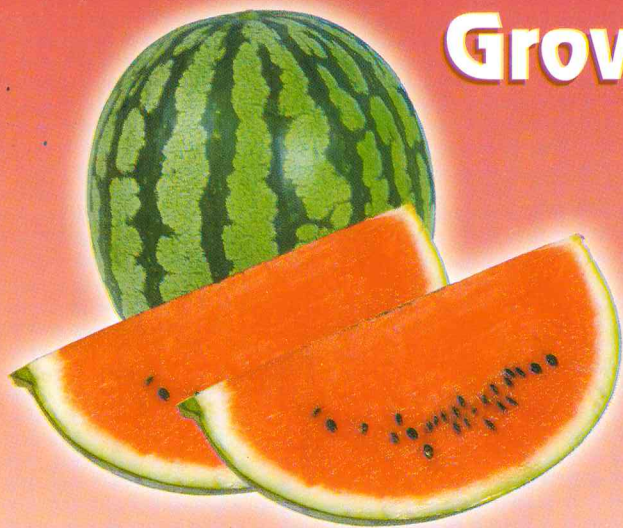


CABBAGE GROWING IN LOWLANDS.

It's possible to grow Cabbages in Nyanza and Western Kenya. Adopt and reap high returns from planting Hybrid Cabbages- **Globe Master F1** and **Early Market F1**.

Mr. Alex of Siaya Farmers Centre displays his Cabbage Early Market F1 crop.

Growing Watermelons



The Kenyan market is dominated by the Sugar Baby variety, popularly grown for its delicious sweet, juicy fruit and distinctive flavour. In recent years Seedless varieties have developed demand and trials for varieties suited to our Agro-climatic conditions are underway.

NUTRITIONAL COMPOSITION:

Watermelon is an excellent source of vitamin A and C. Provides significant amounts of Potassium, Magnesium, Vitamin B6 and B1 in one serving.

CLIMATIC REQUIREMENTS

Melons thrive well in relatively hot/warm dry climate with plenty of sunshine. Extremely high temperatures may interfere with pollination by insects resulting in poor fruit set.

Excessive wet/humid conditions are also not favorable as the plant may suffer from foliage diseases and also the fruit quality adversely affected.

Melons grow well in rich, well manured, well drained non-acidic Sandy loams. Prepare the land at least 6-8 weeks in advance of planting.

PLANT SPACING

Sow 3-4 seeds at depth of 2.5cm in pits (60cm sq and half filled with a mixture of sand manure or compost) spaced at 150-200 cm apart. Later on thinning out, keep only the best two growing plants at each site. As the plants grow up, go on gradually earthing up until the pits are filled up. Seed rate 600gms per acre.

FERTILIZER IMANURE APPLICATION AND WATERING

The following are general recommendations as soil tests are recommended for each field to be planted.

Apply 125g of DAP /Double Super Phosphate per planting hole (80kgs /acre at planting time. When the plants begin to spread, top dress with 65g of C.A.N per plant and when the seeds start to flower, apply a further 130g per hole (100kg/acre).

When vines are in the developing stage, the crop requires plenty of water, but later on, when the fruits have grown into full size and are half matured, reduce water application so that the fruits may attain good sweetness and colour.

CROP MANAGEMENT

Keep melon fields weed free to avoid insect pest hosts and competition for nutrients.

To grow big melons, remove melons until the vines have reached 3m in length. Select 3-4 healthy and uniform shaped melons leaving them on the vine. Clip all other melons until the selected ones are fully grown and begin to ripen, at which time 3-4 more may be selected to develop similarly.

HARVESTING

Matures in approximately 80-95 days. Melons should be left on the plant until they ripen.

When picked in half matured stage, fruits do not ripen afterwards.

PESTS AND DISEASE MANAGEMENT

Melon flies.

Catterpillars, Aphids, Beetles Fruit Flies and Tobacco white flies, white flies and bugs.

Control:

use recommended insecticides if possible prevent.

Disease:

Powdery mildew, Anthracnose, Downy mildew and leaf spot, Mosaic virus disease.

Control: Use recommended fungicides in the market and control aphids and white flies early to prevent mosaic virus.

Beat the heat with WATERMELONS



Many new varieties of Watermelons have been developed in recent years. Yellow and seedless types are finding an increasing share of the specialty Watermelon market. It is estimated that seedless red and yellow varieties that were virtually unknown ten years ago, and represent 5% of the market today will increase their market share substantially in the near future. In Kenya Sugar Baby variety is the most popular and enjoys about 90% of the market share grown for its delicious sweet fruit, tasty juicy and distinctive flavour.

EASEED in Uganda



Recently renovated **EASEED** shop in Kampala

The new look **EASEED** shop is now well stocked with a range of new vegetable seeds, varieties such as Cauliflower Snow Crown F1 hybrid, Tomato Equator F1 hybrid, Tomato Nuru F1, Cabbage Globemaster F1, Tomato Rio Grande and Broccoli and many more introduced. Please visit the shop for more details and explore new opportunities in the region.

Activities in South Sudan, Rwanda & Burundi

After having taken the autonomy to the region in the comprehensive Agreement signed on January 9, 2005, Southern Sudan, has started re-looking the world with nearly all of its administrative offices in Juba, the capital, while the largest city and commercial center is in Yei, towards the south.

Mining being the major activity coupled with free seeds and inputs to the growers by NGOs, for commercial agriculture to pick up may take time. **EASEED** would like to assess the potentiality for vegetable seeds and field crops in South Sudan and would be working with distributors or with business partners. ISTA OIC is mandatory for any official importation of seeds to the country.

EASEED would be working closely with the local needs by organizing demonstrations and educating the farmers on usage of improved varieties and hybrids.



EASEED distributor AVET in Burundi



EASEED Bombay Red in one of the leading shop in Rwanda



Mr Innocent's shop in Kigali

LONGE 8H – HYBRID MAIZE

Longe 8H is one of most popular hybrid released by NARO and **EASEED** is solely responsible for production and marketing of this hybrid in Uganda. It is a full season white & medium maturing widely adoptable mid altitude variety. Due to its excellent husk coverage, ear head rotting can be minimised in case the cob catches in rain.

It is tolerant to drought, poor soils, ear rots and resistant to foliar diseases. Good disease resistance to maize streak virus, Toricum blight and Gray leaf spot. Being a hybrid, it responds very well to application of external fertilizer. Application of 50 kg/acre DAP at planting and top dressing or at knee height apply 50 kg/acre Urea or 90 kg/acre CAN. It matures in about 120-125 days with an yield of 8 -10 MT and the farmers are happy about the performance of this hybrid. Soon this would be the most popular hybrid Maize in Ugandan market.

EASEED in Tanzania



Tomato seed Grower with inspection agency and **EASEED** Agronomist.



Tomato Seed extraction at the field.



Proud Farmers with their **EASEED** crop at the retail outlet .

Asian Vegetables Research & Development Centre (AVRDC)

AVRDC and **EASEED** are in the process of signing a MOU for production and marketing of selected indigenous Vegetables in Africa. The project has been awarded to AVRDC as they are into research & development of Vegetables. The project is assigned to only four countries in Africa (Madagascar, Tanzania, Cameroon, Mali).

Demonstration is the key component to guide the farming community of the high quality products to choose from. It also helps them with the information on the changing agronomy practices according to the Products and the climate changes & other challenges faced. It also helps bring them closer to the company and hence increase the brand loyalty. We at **EASEED** have targeted such farmers in 2006 and continue the activity in 2007.



EASEED agronomist with the farmer with Hybrid Cabbage demo in Southern Highlands.



Crop display during a field day.



EASEED Agronomist with contracted Tomato Seed growers with display of crop.

Tips to Add More Vegetables to Your Diet

Vegetables can be fun for everyone. Use many different vegetables for a variety of colors, textures and flavors in meals. For a healthful snack, try cutting up raw vegetables such as broccoli, cauliflower, carrots and green peppers. Serve them alone or with low-fat dips. Add vegetables to familiar casseroles and dishes. Try broccoli in tuna casserole or spinach in lasagna. Children will be more likely to eat new vegetables if they help prepare them. Cook vegetables until tender for people who have difficulty chewing.



An Integrated Solution
provider for plant protection

Agriscope

Exclusive Distributors for Decis Tab & Storm Blocks in East Africa



A Tribute

Born on 16th May 1950, Mr. Ashok began his business career in 1972 as a fresh pharmaceutical graduate. He joined as a shareholder of the newly registered **EASEED** Company and was running the company operations under the able leadership of the founder chairman - late Mr. L.V. Shah.

His major contribution was in Procurement and intuitive Marketing decisions. His personal rapport with the distributors was key in strengthening the distribution network. He went on to form Agriscope which was later incorporated as the chemicals division of **EASEED**. Agriscope was envisioned by him to cater for the registration and introduction of Agro-Chemical products under our own brand.

He was a very kind person, helping those in need was natural to him. Mr. Ashok was always prepared to listen to others' ideas and assisting them in his own humble way.

Mr. Ashok L. Shah sadly passed away on 28th December 2006 in London. He will be permanently remembered for his humility and kindness and will remain in our memory and hearts forever.



East African Seed Co. Ltd.

P. O. BOX 3678, KAMPALA
UGANDA
TEL.: 256-41-566585/566584
Email: easeed@spacenet.co.ug

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

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

Visit us : www.easeed.com