



EASEED

Africa's Best

East African Seed Co. Ltd.

Newsletter

Vol. 12 July 2007

MD's Message

Once again I wish to thank all our customers for their continued support in our endeavour to uplift the living standards of people in the region despite the erratic and harsh climatic conditions that have been witnessed during the past half of the year.

EASEED has moved ahead in ensuring total support to regional economies by ensuring the involvement of local farmers in production activities. Our Research and Development Department is developing varieties adaptable to changing climatic conditions and market needs.

We will be engaging more farmers in production activities as well as multiplication in selected areas of the region. We look forward to more exciting developments this year and introduction of new products in the region. Product development is the key to achieving farmers' aspirations by planting new varieties that bring greater disease tolerance and higher yields.

Farm demonstrations, field days and farm visits will be conducted during this period and we trust that this will be of great help to the farmers and distributors.

There has been a very positive feedback from farmers who planted Maize KH600-15A. We will ensure enough stocks are available so that farmers can continue to reap the benefits.

I thank all of you for your continued support and promise to give you the best products and services in the seed industry.

Jitu Shah

In this Issue

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Farmers' Comments on Maize KH600-15A

i) Mr. Kosgey: Your entrance into the seed maize business has brought good tidings to farmers. I purchased a 25 Kg pack of KH600-15A during the Eldoret A.S.K show and I am now a very happy farmer. This is because:



- a) KH600-15A in my farm had excellent germination and vigour.
- b) KH600-15A seems to respond well to the Uasin Gishu soils as the crop is Dark green in the farm.
- c) KH600-15A is a double clobber and God willing I will have a bumper harvest this year.
- d) Husk covering is excellent hence has no risk of rotting.

ii) Mrs. Wekhomba at Nangili in Lugari district concurs with Mr. Kosgey and regrets that she had not planted enough of the maize. She says she is hopeful that come next year, her living standards will have changed dramatically for the better. "I intend to plant a large acreage after solving a land dispute for my farm".

iii) Mr. Robert of Soy division in Uasin Gishu is very quick to note that if all factors remain constant; he will reap great reward from KH600-15A from EASEED. "The maize does not lodge as the others that I have planted from time immemorial". He advises the farmers to explore the new opportunities in EASEED with Africa's Best hybrid maize.

What you should know about TMV (Tomato Mosaic Virus) disease

Tomatoes, just like any other crops are affected by diseases ranging from bacterial, fungal and viral. Of these, viral diseases are most difficult to control as no curative chemical has been developed to date to cure the diseases.

Causative agent: Tobacco mosaic disease in Tomatoes is caused by Tobacco virus which is of high economic importance causing a loss of up to 80% depending on severity and stage of crop during infection.

Disease transmission: The Virus is transmitted from the diseased plant to a healthy plant mechanically, by sucking insect pests like aphids, whiteflies, thrips. These insects transmit the diseases in the same manner as mosquitoes transmit malaria from an infected person to a healthy one.



Disease establishment and symptoms; once the virus is introduced into a healthy plant, it invades plant tissue where they incubate and multiply in numbers. As the pathogenic load increases, they invade plant growth systems mostly above ground parts. Tissue growth and elongation are tremendously affected resulting in stunted growth. Leaves become small and darkened, while flower initiation is inhibited with high rate of flower abortion. The resulting crop appears bushy, with few or no flowers. The leaves have a characteristic mosaic pattern hence the name.

Prevention: Disease prevention is through controlling vectors by crop surveillance and regular spray programmes using recommended pesticides. Infected plants should be up rooted and buried or burned to avoid re-infection.

Alternative market

For a long time, Europe has been known as the destination for horticultural produce from Africa and the tropics. This has led to farmers majoring in specific crops for the European market.

Apart from Europe, Asia is another market which farmers in Africa have not fully exploited and especially in our country.

There are a number of crops which are well suited for Asian market e.g. Karella, Doodhee, Okra to mention a few.

Why should one choose these crops?

A) Nutrition value:

Vegetables like Karella are rich in nutrients such as iron, vitamins and other minerals. These offer alternative to meat which is expensive.



Karella

B) Source of Income:

Farmers from warm and hot places can earn their living from the crops of Karella and Dodhee which will do well in optimum temperature ranging from twenty to thirty degrees.

To achieve the above result, the farmer should use certified seeds, which will give them the good quality, high yield and disease free produce.

EASEED provides these seeds at affordable prices and guaranteed quality

Beware of Cabbage Problems

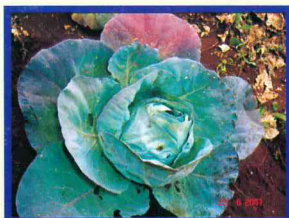
Q. I have been growing cabbages successfully but lately I noticed:

- i. Multi heading.
- ii. Difficulty in head formation.
- iii. Delayed growth with purple leaves.

What are the causes?

a) Multi head and difficult head formation.

In the recent past, there have been drastic changes in climate due to global warming. As a result, new crop diseases and insect pests have become a common occurrence. Cabbages are sensitive to insect pests. Lately antestia bugs and Aphids have been a real challenge to farmers. Unfortunately, these insect pests are very destructive to



cabbages. If not controlled on time, they bite and suck juice from young plants causing it to form many heads and making it hard to form heads. To overcome these problems use recommended insecticides against these pests.

b) Stunted purple leaves on cabbage plant.

To prevent this, ensure proper feeding of your crop by applying basal fertilizers plus foliar fertilizers. This is a typical symptom of Phosphorus deficiency.

The above remedies will give you a healthy and clean crop.

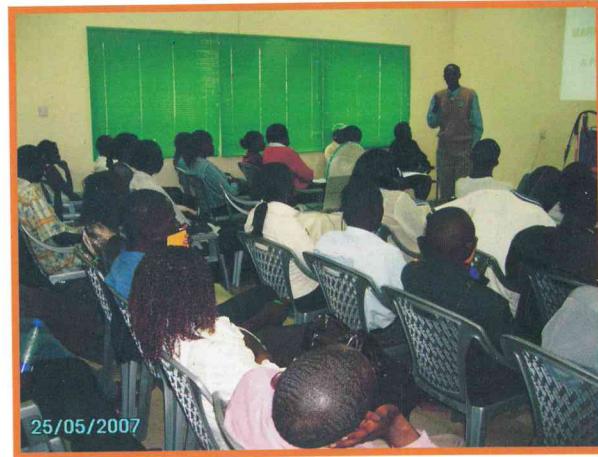


Students' Training

EASEED is committed to ensuring extension services are provided to our farmers by qualified agronomists. In this line, we offer training to students in various organizations dealing in agricultural courses as well as offering attachment in various departments.

A recent visit by MOI University students was such a success as confirmed by their lecturer, Dr. Julius Onyango.

"The visit was a big success and the students saw and learnt a lot. I also noticed that you have expanded and doing a very good job. Thanks for the precious time and efforts."



One stop shop for all your Agricultural needs

East Africa Seed Co. Ltd. has over the years endeavoured to provide high quality certified seeds for both the domestic and international market.

Our range of products are available through out the country from our appointed stockists. In Nairobi, we have two outlets;

EASEED Kijabe street branch serves as one stop shop for all your agricultural needs. Here. We service both retail and wholesale customers in

seed and agro-chemicals.

EASEED Muindi Mbingu street branch is in the heart of the central business district. It is strategically located to meet various needs of our farmers and clients.

On hand are agronomists posted at each station to professionally advise you with regard to seed, agrochemicals, hygiene products, fertilizers and full range of **EASEED** branded pumps.



Visit us for all your agricultural solutions

Top Customers' Meet 2007

This year's event was held on 3rd March, 2007 at Sarova Panafric Hotel Nairobi and was attended by distributors from across the region. The interactive sessions enabled us strengthen our business ties through exchange of ideas on ways to improve service delivery and quality products. Distributors, farmers and officials from government institutions like

Ministry of Agriculture, Kenya Agricultural Research Institute (KARI), Kenya Plant Health Inspectorate Services (KEPHIS) expressed great confidence in **EASEED'S** efficient services and quality products that have exhibited excellent performance in farms. Our agronomists in the field have also played a big role in ensuring product awareness as well as increased income for farmers through recommended agronomic practices for higher returns.



Top Customers for the year 2006, Dr. Ndegwa (Kapepharm, Nyahururu) and Mr. Kirti Shah (Tranzoia Stores, Kitale) receive awards from Dr. W. Songa, Agricultural Secretary, M.O.A

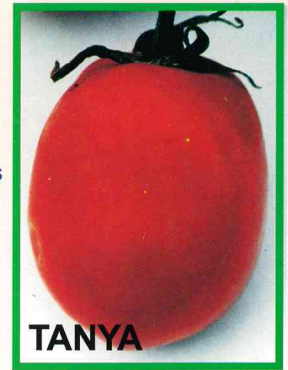
EASEED TANZANIA'S PRIDE

Tomatoes



Tomato TENGERU 97:

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, TMV & Fusarium
 Wilt.



Tomato TANYA:

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

Stockists from Southern Highland & Morogoro



Mr. Mashaka Mwelile Mahinya of Zunya Enterprises Uyole- Mbeya with EASEED Marketing Representative



Dr. Mafwere & Mrs. Mafwere of Baklina Animal Care Morogoro & EASEED Marketing Representative



Mr. Saddique of Maselini Liner Agro Supplies Uyole-Mbeya



Dr Kimario of Sendo Animal Care Morogoro with EASEED Agronomist

Seed production for food security



EASEED staff at contracted growers site with Tanzania Official Seed Certification Institute (TOSCI) officials during inspection of Seed Maize & Tomato seed production

Contributing for a cause



EASEED Agronomist handing over a cheque for TZShs. 300,000 towards the Children Education Fund set up by H.E The President of Tanzania.

Tomato Tengeru



Tomato Tengeru is widely accepted and planted in Uganda. The main reason being the thick outer skin of tomato which prevents the loss of the fruit during the transportation on the rough roads to neighbouring countries and within the country.

Fruit shape: round to oblate.
Fruit size: 100-125 GM
No. of days to maturity: 95-100 days
Yield: 60-80 t/ha.

Hybrid Maize - Longe - 8H



It is a full season white & medium maturing widely adaptable mid altitude variety.

It is tolerant to drought, poor soils, ear rots and resistant to foliar diseases like maize streak virus, Toricum Blight and Gray leaf spot.

It matures in about 120-125 days
Yield: 8-10 mt/ha

Stockist Level Demonstrations



EASEED(U) is encouraging stockist to promote the new tomato and cabbage varieties by putting up small demonstration plots in front of their shops. After all

"Seeing is Believing"

Encouraging the upcoming stockists



Planning with the stockists



The situation in northern Uganda is improving. The farmers are gradually going back to the farms. **EASEED** is helping the normalization process by providing quality seeds and other agri-inputs to the farming community in the region.

Farmers' Corner

Dear **EASEED**,

I have been growing the cabbage **GLORIA - HURST** for quite a long time. I have made a lot of profit and I bought a pick up. Now I am planting more than 2 acres. I sell it very fast in the market as it matures faster. After I started growing the cabbage **GLORIA HURST** on commercial scale, my livelihood has improved and presently, I am constructing a small school in my village.



I am thanking **EASEED** and advising my fellow farmers to plant **GLORIA HURST** for prosperity.

Thanking you

Zziwa James.



CABBAGE **GLORIA (HURST)** FIELD in Kawanda- Wakiso District.



Easeed marketing team discussing the strategy with one of the main distributor of UNADA at MOYO in northern Uganda along with their fellow stockists from the district.



An Integrated Solution provider for plant protection

Agriscope

Insect and pest control is as old as human civilization. Shifting towards environmental friendly mechanism is the "HOT TALK" in the present farming fraternity.

Agriscope (Africa) Ltd is committed to providing agricultural products and services to the end users/customers with an aim of improving the East African Food Production

Techniques while following the highest ethics and standards, set by regulatory authorities and other international set standards besides providing safeguards for human health & environment.

We have increased our scope and diversified our product range through registering new products, meeting the market requirements and aspirations.

New products launched by Agriscope (Africa) Ltd.

Alphascope 10%EC (Insecticide), Verkotin 1.8EC (Insecticide), KNAP Sack Sprayer Pump and more to follow.

VEGIMAX - The best foliar fertilizer available in the market and appreciated by the farming community.



Alphascope 10% EC



Knap Sack Sprayer



Verkotin 1.8EC



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