



# EASEED

## Africa's Best

East African Seed Co. Ltd. Newsletter Vol. 14 July 2008

### M.D.'s Message



I welcome you to the 14th edition of **EASEED** Newsletter and thank you all for your continued support, advice and help as we strive to improve the living standards of the farming community in the region.

We have all experienced a very difficult start of the year and our hearts are with you even as we all struggle to get things back to normal. The situation has been made worse by increased fuel prices worldwide which have in turn pushed the prices of all products upwards. Farmers have been forced to pay more for farm inputs which has led to lower productions and hence aggravating the situation.

**EASEED** is committed to providing high quality seeds and services at the lowest cost possible as well as supporting the farming community with technical advice and field demonstrations.

**EASEED** will be introducing new hybrids in indeterminate tomato, watermelon, squash, pepper as well as cabbages for different ecological zones. This year, we have committed ourselves to conducting more farm visits, putting up more demonstration plots as well as increased field days in the entire region to highlight our brand range to our farmers.

I thank all of you in the East African region and beyond for your continued loyalty to **EASEED** brand and promise to give you the very best products and services in the seed industry.

**Jitu Shah**  
Managing Director



### CURRENT FOOD CRISIS - A BUSINESS OPPORTUNITY FOR FARMERS ?



**EASEED Hybrid Maize KH600-15A farm in Kitale, Kenya**

Across the globe, rising food prices has become a daily phenomenon making news headlines all over the world. This has created a major food crisis that may lead to hunger and starvation. Food crisis has been aggravated by the ever growing world population. Droughts have further worsened the situation. The production of biofuels from field crops in developed world is also sited as one of the reasons for food shortage.

But on a positive side, this creates an opportunity where if well utilized, it can boost and raise economic standards of our farmers. High food prices and increasing demand, present a huge market opportunity for farmers to produce more food at better market prices to reap better profit margins.

Opportunities for local farmers to participate in export markets are on the upward trend as developed countries are concentrating on investing on biofuels, hence creating a gap for human food production. In African countries, large percentage of people depends on agriculture to earn their living. This is the reason why **EASEED** is encouraging farmers to engage in intensive food production as this will help them reap great benefits from their efforts.

On Seed Technology and Improvement, **EASEED** would like to encourage farmers to plant hybrids which have shown exemplary results and will help to overcome the current food crisis and ensure better returns.



# Product News

## Cabbage Baraka F1

Farmers can now breath a sigh of relief notes Mr. Munene of Greenland Agrovet (Njabini). He exclaims that **Baraka F1** has taken the market by storm.

Farmers are highly impressed by its blue green colour and its vigorous growth. He notes that most farmers are no longer worried by diseases like black rot, cabbage yellows and ring spots which have been a big problem in the area, as **Baraka F1** has shown exemplary performance. He thanks **EASEED** for the timely release of **Baraka F1** as it is the farmer's choice now.



## New Pack

**EASEED** has re-launched Carrot Nantes in fresh new packs in East Africa.

Check it out!



## New release



- New **EASEED** Hybrid indeterminate (staking) Tomato due to be released soon.
- Tolerant to early blight, late blight and bacterial speck.
- Excellent red coloured fruits of blocky shape.
- Yield potential 70 tons per acre.
- Ideal for both outdoor and indoor with staking.
- Adapts well for single stem or double stem.
- Excellent shelf life.
- Very good transport qualities.
- Maturity 70 - 75 days.



# E A S E E D

## TOP CUSTOMERS' MEET AND FIELD-DAY

This year's event was held on 8th March, 2008 at the company's Silver Oak Farm – Thika. The cool soothing and relaxing atmosphere provided an excellent environment away from the hectic daily chores. Participants described the event as fantastic and urged us to plan such events regularly.



Participants signing in for the event.



Participants view demonstration plots in the farm.



Dr. W. Songa (Agricultural secretary) addresses the attendants during the event. Seated on his right is Dr. C. Kedera, M.D. KEPHIS, Mr. Jitu Shah, M. D. **EASEED**, Dr. Ochieng of K.A.R.I., Mrs. Gladys Maina, M.D. P.C.P.B. and Mr. Obongo Nyachae STAK Secretary.



Dr. Ndegwa Njenga (KAPEPHARM) and his wife receive the Top prize for being the best distributor for the year 2007 in the country from the **EASEED** Managing Director, Mr. Jitu Shah.



Distributors, farmers and guests closely follow proceedings of the day.



Mr. Paul Kasongya receives a prize from Mrs. Nima Shah for being the best employee of the year 2007.



Hybrid Cherry Tomatoes on trial in the greenhouse at the farm.



Mr. Desta Deres of Markos PVT Ltd (Ethiopia) receive his prize from Mr. Jitu Shah, for being the Top distributor for **EASEED** in Ethiopia.



# EASEED in Uganda

## QUALITY DEPARTMENT

**EASEED** Uganda is in the process of modernizing her Quality Control Department by acquiring modern equipment for germination, purity and moisture content testing under the auspice of National Seed Testing Laboratories and National Seed Certification Services.

## SEED PRODUCTION DEPARTMENT

**EASEED** Uganda has acquired a high yielding, disease tolerant maize hybrid variety Longe 8H which had a great reception from farmers when exhibited at the Source of the Nile National Agricultural Show last year. **EASEED** Uganda empowers the Ugandan farmer by contracting him/her for seed production which also helps them to generate income. By doing this, farmers participate in the seed industry and contribute in development of Ugandan Agriculture.

### COMPARISON OF RETURNS BETWEEN LONGE 5 & HYBRID LONGE 8H MAIZE SEED PER ACRE

Description	LONGE – 5 (OPV)	LONGE – 8H (HYBRID)
Approx seed rate	10 Kgs	10 Kgs
Crop uniformity	Not uniform	Uniform
Disease tolerance	Relatively low	High
Husk covering	Cover	Cover very well
Multi cobing	Rare	Very common
Maturity period	105 days	120 days
Cost of seeds (Kshs)	600/-	3,000/-
Estimated other costs (Kshs)	30,000/-	30,000/-
Average yield	1,600 Kgs (18 bags)	3,600 Kgs (40 bags)
Grain price per Kg (Kshs)	30/-	30/-
Revenue (Kshs)	48,000/-	108,000/-
Nett income per acre (Kshs)	17,400/-	75,000/-

On the same farm size, returns per acre for Hybrid Longe 8H is 4 times better than OPV Longe 5

### RETURNS OF CABBAGE HYBRIDS OVER OPV'S PER ACRE

Description	CABBAGE COPENHAGEN (OPV)	CABBAGE GLOBE MASTER F1
Seed rate	100gms	100gms
Cost of Seeds (Kshs)	230/-	3,200/-
Other costs (Kshs)	25,000/-	25,000/-
Yield	25,000Kgs	50,000Kgs
Average head weight	2.5Kgs	5Kgs
Price per Kg (Kshs)	2/-	2/-
Revenue (Kshs)	50,000/-	100,000/-
Nett income per acre (Kshs)	24,770/-	71,800/-

On the same farm size, returns per acre for Cabbage Globe Master F1 is 3 times better than Copenhagen

### ADVANTAGES OF CABBAGE HYBRIDS OVER OPV'S

Open pollinated (OPV)	Hybrids
Susceptible to diseases & pests	Tolerant to diseases and pests
Low yields	High yields
Loose heads	Compact heads
Poor field holding capacity	Long field holding capacity
Poor transport qualities	Good transport qualities





# EASEED in Tanzania



1. Aphid scouting by **EASEED** Tanzania team at Morogoro, as they tried to explain how to control Aphids and thrips using **Profecron** from Agriscope E.A. Farmers were very pleased by the efforts of the sales team on introduction of Profecron.
2. **EASEED** Tanzania Sales Team admiring a good crop of Cabbage **Baraka F1**, **Gloria F1** and **Chinese Cabbage** at Morogoro – Mazimbu Road demo plots. Farmers noted that **Cabbage Baraka F1** is uniform in maturity and takes only 75 days to mature after transplanting & are tolerant to Black Rot and Cabbage yellows.
3. **EASEED** Tanzania South Sales Representative at Tukuyu district, Mbeya Region training farmers on good Agronomy.

## Health Tips



Basil is a member of the mint family, and like most other mints, is mainly used in medicine for its digestive and anti-gas properties. Herbalists also recommend it for stomach cramps, vomiting, constipation, headaches and anxiety.



Parsley is a key ingredient in most salads. The fresh flavor of Parsley goes extremely well with fish. When crushed and rubbed on the skin, Parsley can reduce itching in mosquito bites.

## Onions

### Benefits:

- Known to help in reducing cholesterol levels.
- Blocks cancer causing chemicals and assists in eliminating toxic chemicals from the blood system.
- Has been used traditionally as an antiseptic to heal wounds.
- Inhibit strokes, lowers blood pressure and stimulate the immune system.
- Onions have high level of alliums that help ward off colds and relieve stomach upsets and other gastro-intestinal disorders.



Onion Red Creole C-5





An Integrated Solution  
provider for plant protection

# Agriscope



1. Field day Organized at Emali on 11.06.2008. About 150 farmers attended the same & it is well organized with our own branded product followed by Product Demonstration at KWA KOTOE in Joyce Katambo field on Citrus, Mango and Pigeon Peas.
2. Product demonstration at Matuu along Yatta furrow at Patric Mulley's field.
3. Agriscope Products Display at the Top Customers' Meet at Thika.

## International News



Mr. Jitu Shah, Chairman STAK and Mr. Obongo Nyachae, Secretary STAK convening a session at AFSTA Congress in Morocco

### AGRISCOPE NEW PRODUCTS LAUNCHED

#### KENYA

Product	Active Ingredient	Use
ALPHASCOPE 10 EC (Insecticide)	Alphacypermethrin 100gm/lit	For the control of Thrips, Aphids, White flies and Leaf Miners in French Beans, Thrips and White Flies in Roses.
CONCORD 20 SL (Insecticide)	Imidacloprid 200 gm/lit	For the control of White Flies, Thrips and Bean Fly in French Beans and Leaf Miners & Thrips in Citrus.
VERKOTIN 1.8 EC (Insecticide)	Abamectin 18 gm/lit	For the Control of red and Yellow mites, Spider Mites, Leaf Miner of Roses, Carnations, French Beans and Tomatoes.
VEGIMAX (Natural Food Supplement)	Trace minerals, Vitamins, and Amino Acids produced from Plant products.	To use in all the crops.
KNAP SACK SPRAYER	16 litres	

#### UGANDA

Product	Active Ingredient	Use
ASCORIS 48 EC (Insecticide)	Chlorpyrifos 480 gm/lit	To be used for Soil Pests and army Worms in Vegetables, various Chewing and sucking Pests in Citrus & Cotton.
INVECTRA 2-4D (Herbicide)	2-4D Amine Salt 720 gm/lit	To control Broad Leaved weeds in Wheat, Oats, Rice, Maize, Sorghum, Coffee and Sugarcane.
BRODOMIL 72 WP (Fungicide)	Metalaxyl 8% + Mancozeb 64%	To be used against Downy mildew of Roses, Leaf Blight, Phytopthera and Damping off of Tomatoes and potatoes.
VEGIMAX (Natural Food Supplement)	Trace minerals, Vitamins, And Amino Acids produced from Plant products.	To use in all the crops.
KNAP SACK SPRAYER	16 litres	

#### TANZANIA

Product	Active Ingredient	Use
PROFECRON 720 EC (Insecticide)	Profenofos 720 gm/lit	For the control of Sucking and Chewing insect Pests of Coffee and Vegetables.
VEGIMAX (Natural Food Supplement)	Trace minerals, Vitamins, and Amino Acids produced from Plant products.	To use in all the crops.
KNAP SACK SPRAYER	16 litres	



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