



EASEED®

Africa's Best

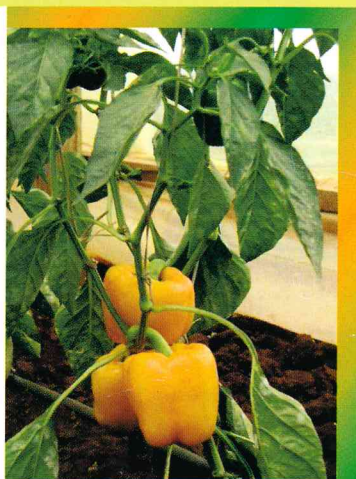
East African Seed Co. Ltd. Newsletter Vol. 15 February 2009



"Delivering advanced technologies to empower farmers"



Tomato Bingwa F1



New Hybrid Capsicum

EASEED 'hybrid Crops': Solution to food crisis and profitable farming

Looming food shortages, rising food prices and high costs of farm inputs worldwide calls for a different approach to solve the situation. For a very long time in Kenya, agricultural technologies have not been fully utilized by farmers. This has resulted in food shortages and increased poverty levels.

EASEED has embraced hybrid technology as one of the way forward in solving the food crisis. Hybrid seeds have great benefits over the open pollinated varieties among them; high drought tolerance, high yields, high pests and diseases tolerance, excellent vigor in growth and reduced costs of production.

Farmers who have grown hybrid crops have reported significant drop in cost of production, since costs of crop management practices such as pests and diseases management are drastically reduced, which translates to increased profit margins.

The increasing demand for food commodities calls for adoption of modern technologies to ensure optimal returns. We at EASEED encourage all the farmers to use hybrid seeds.

EASEED has embarked on a serious campaign to ensure availability of varieties of vegetable seeds, cereals, herbs and pulses in affordable packs. EASEED will also create awareness of best nutritional value for various crops in our encounters with growers and consumers as an effort towards ensuring a healthy population.

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New

MD's Message



I welcome you all to the 15th edition of **EASEED** Newsletter and the year 2009. I wish to sincerely thank you all for walking with us this far and promise to work hard to make 2009 a very successful year.

We experienced a very difficult year 2008 due to high cost of farm inputs escalated by high fuel prices, global economic recession and a multiple effect of climatic conditions that have seriously hampered most agricultural activities. We thank our farmers for realizing the importance of using certified seeds as the only way towards achieving our cardinal aim of food security and higher returns.

Seed industry to us has a specific meaning that integrates research, production, quality, trust and integrity. Every step of our processes has in mind customer satisfaction which forms our principle goal in 2009. We at **EASEED** will continue partnering with our farmers towards realization of the noble goal.

In line with our quality conscious growers, we are keeping pace in developing new hybrids tailored to meet local market needs, weather conditions and excellent traits ranging from diseases/pests tolerance, vigor in growth, draught tolerance to higher yields. **EASEED** will be more vibrant in realization of these goals as only the best practices will save our farmers.

I thank you all and wish you a very successful year as we all strive towards making big strides in making 2009 the year of breakthrough..

Jitu Shah
Managing Director

Product News

New Releases



Maize KH 600 – 15A

As food prices continue to rise and farm inputs prices escalate, **EASEED** believes only the best varieties and good agricultural practices will help our farmers. As the demand for grain crops soars due to diversion to bio fuels, unpredictable weather patterns, rising populations and increased costs of production, farmers have an opportunity to get higher returns from **Maize KH600-15A** as was reported by most farmers in North Rift region.

Maize KH600-15A produced an average of 35 bags per acre under adverse climatic conditions witnessed in 2008, and poor management due to high cost of inputs among other factors.

Farmers hail the variety for excellent double-cobing ability, strong stalk, good husk cover preventing rotting and tolerance to common maize diseases.

- **Watermelon Zuri F1** is an excellent 'Sugarbaby' type hybrid with early maturity (80-85 days)
- It produces a heavy, uniform crop of nearly round fruit with an average weight of 7 – 8 kg with some weighing up to 12 kg
- The eating quality is superb: the flesh is sweet, solid and delicious.
- **Zuri F1** has a compact vine, is resistant to some strains of Fusarium and exhibits excellent vigor in growth and fruit formation.



Watermelon Zuri F1



Cabbage Zawadi F1

- A 'Riana' F1 type tropical cabbage with good heat tolerance, excellent uniformity and weighs 4-6 kgs
- Heads are roundish in shape, blue- green in colour, firm and very compact hence suitable for long distance transport.
- **Zawadi F1** is fairly tolerant to black rot and some fungal diseases
- Has excellent field holding capacity (does not burst easily).
- Matures in about 90 days after transplanting
- Seed requirement is about 90-120 gm per acre.

Despite the inadequate rains experienced in most parts of the country in 2008, **Cabbage Baraka F1** out performed other varieties in terms of heat tolerance, field holding capacity and vigor in growth. Farmers in Karatina, Nyeri and Nyahururu have been very grateful to **EASEED** for introducing **Baraka F1** as they are no longer worried about these issues as well as some common diseases like black rot, ring spots and cabbage yellows where **Baraka F1** has exhibited exemplary performance. It is uniform in growth, compact and has excellent taste.



Cabbage Baraka F1

EASEED® Events



Mr. Jitu Shah addresses guests & farmers during STAK field day in K.A.R.I. Njoro.



Farmers getting farming tips from **EASEED** Staff at Njoro field event.



Minister for Agriculture Mr. William Ruto at **EASEED** stand during farmers field-day at Chepkoilel Campus (Moi University, Eldoret).



Assistant Minister for Agriculture Mr. Gideon Ndambuki visits **EASEED** plot at Njoro (K.A.R.I farm) during a farmer's field-day organized by STAK.



Assistant Minister for Trade Mr. Omingo Magara admires the new look hybrid packs for **EASEED** products at a farmers training session in Eldoret.



EASEED sponsored Nurseries – **EASEED** has partnered with Nursery Growers around the country to avail quality seeds to growers countrywide.



Collards production in Molo, Kenya.



EASEED Sales Agronomist with watermelon sugarbaby (from **EASEED**) farmers in Embu.

EASEED® in Uganda

East African Seed Company excels at the Jinja International Agricultural Show

The excellent crop display and demonstration plots at Jinja International show attracted farmers who embraced the event to learn about recent technologies. The crops exhibited excellent vigour, good disease/pest tolerance.

The excellent exhibition led to the award of a trophy for outstanding performance exhibited by **EASEED** at the 2008 Jinja International Agricultural Show.

His highness the Kabaka of Buganda, Ronald Muwenda Mutebi, was greatly impressed with the modern seed technology that was being demonstrated by **EASEED** and of particular importance our tomato varieties and the green house technology which guarantees high yields per unit area per season.



The Kabaka (sheltered by a red umbrella) being enlightened on the **Africa's Best** varieties at the Jinja Agricultural Show

SEED PRODUCTION IN UGANDA

Seed production in Uganda is growing and expanding at a faster rate. We are happy to inform farmers that we are producing good quality seed of Maize Longe 5 (OPV) and Longe 8H (Hybrid) with the potential yield of 2 tons and 4 tons per acre respectively. Many farmers who have grown Longe 8H have reported that it is a better variety. Based on farmer appreciation we have started increasing our production program so that farmers can access this good hybrid seeds whenever they want it.

It is good news to farmers that they can now access high quality Upland Rice seeds for **NARIC - 3 (NERICA 4)** variety. Many farmers in Uganda have had a problem in accessing good quality Bean seeds. We are pleased to inform our esteemed farmers that we have also started a serious bean production program in partnership with National Crop Resources Research Institute, Namulonge (NaCRRI) to ensure access to good quality **K 132 Bean** seeds by all farmers.

We are requesting our farmers to follow good agronomical practices (site selection, ploughing, timely planting, weeding, and harvesting as well as observing good post harvest handling) in order to obtain high yields. Always make sure that you purchase your seed for planting from our appointed distributors.

FARMERS' CORNER



Farmers admire Cabbage Baraka F1 at a field day in Kyatiri- Masindi - Uganda

During a farmer's field day in Masindi District at Kyatiri, farmers had the following to say about **EASEED** products:-

Mama Resty

"**East African Seed Company** has brought me where I am. Using their high quality Water Melon seeds I have gradually increased the export of water melon to Kenya and Southern Sudan. I greatly appreciate the agronomic advice extended to me by the company and encourage all farmers here today to take advantage of the high quality seed from **EASEED (Africa's Best)** to pull themselves out of poverty."

Mr. Yemen

"**East African Seed Company** came here to open up our eyes on how to get out of this poverty mess. They brought us good seeds, timely advice which has resulted in good yield. Apart

from the money we get on selling our melons, our family's health has improved a great deal as we eat the melons which clean our body systems. I encourage you to buy these water melon seeds and establish your own garden at home. Feed your family first before you can feed the Nation and other Nations. Thank you so much "**Africa best**" for enlightening us towards our abundance."

Mr. Kamoga a farmer in Iganga district also an Agrovet dealer notes that introduction of **Cabbage Baraka F1** has been big blessing to farmers due to its vigour in growth, compactness, disease resistance and outstanding performance compared to other varieties.

EASEED® in Tanzania



Farmers in Tanzania demonstrate how they process tomato Tengeru (from EASEED®).



A demonstration plot of Cabbage Baraka F1 in Nane Nane Agricultural show, Arusha Tanzania

Tanzania Farmers Speak

My name is Charles Chaula from Kitenga Village Songea District, Southern Tanzania.

I would like to take this opportunity to thank **East African Seed (T) Ltd.** for the good job they are doing this year. They have conducted a series of field demonstrations and we are benefiting a lot. From the demonstrations we have learnt how to handle our crops well in order to reap a good harvest. For a long time I have been farming Swisschard Fordhook Giant, Carrot Nantes, Cabbage Glory of Enkuizen, and Pepper Yolo Wonder from **East African Seed Company** and am very happy with their performance. Alongside the seeds, I use Vegimax Foliar feed and Profecron (Insecticide) from **Agriscope Africa Ltd.**

My favourite seed among all is Tomato Tanya. It has never failed me in germination. The crop has a good field cover thus evaporation is reduced. In this case I do not have to water the crop all times. Tomato Tanya is a very high yielder with little inputs of fertilizer and foliar feeds. The fruit colour is very appealing and the fruits transport very well. The fruits have very good keeping quality as well. I urge the sales team from **East African Seed Company** Arusha to keep up the good job they have started on demonstrations and field days because we are learning a lot. Sales team, welcome to Songea Kitanga Village again.

Health Tips

It has been proved by doctors and nutritionists that, beet-root has more medicinal value. Generally, the beet has a wide range of uses some of which are as follows;

- In nutrition it is used as an oxidant as it contains flavinoids and phenolic compounds.
- For medicinal value and good health
 - i. It is on record to have been used in the treatment of fever, constipation and many other diseases related to digestion.
 - ii. It contains higher contents of carotene than carrots - a precursor for vitamin A that is essential in the formation of red blood cells. Thus, a possible remedy for anaemia cases.

- iii. It is known to cure bad breath especially the 'garlic breath.'
- iv. A wise man Jonathan Hartwell indicates that it has successfully been used in the treatment of various kinds of Cancer such as Leukemia, prostate, breast, and tumors of the head, intestines, rectum, leg and genital.
- v. Currently it is being used to give a lifeline to the HIV positive living people as it reduces the viral load by increasing the red blood cell count among the lymphocytes and/or fighter cells.

- For dying in fine art and food colouring
- It is also useful in the making of wine.

An Integrated Solution
Provider for plant protection

Agriscope



Farmers in Kerugoya attend
Field day organized by
Agriscope



Vegimax treated plot at
Thika farm



Agriscope products display
stall at Thika TCM 2008

UPCOMING EVENTS

KENYA

- | | |
|---|-----------------|
| a. Stockist seminar in Nairobi | - February 2009 |
| b. Top Customers Meet in Thika | - February 2009 |
| c. Kamweti ATC field day | - March 2009 |
| d. Road shows in Eldoret, Kitale,
Bungoma & Kakamega | - March 2009 |
| e. Stockist seminar in Eldoret,
Kitale & Bungoma | - March 2009 |
| f. Eldoret A.S.K show | - March 2009 |
| g. Wambugu ATC field day | - July 2009 |
| h. C.G.A field-day Narok | - May 2009 |
| i. C.G.A field-day Mulot | - June 2009 |

UGANDA

There are some major activities that have been lined for the First Quarter 2009.

They include the following among others:-

- Stockists' trainings:-

i) Mbale	- 06/02/2009
ii) Masaka	- 13/02/2009
iii) Mbarara	- 20/02/2009
iv) Gulu	- 27/02/2009
- Major Field Days:-

i) Water Melon Zuri F1	- Soroti	- 06/03/2009
ii) Cabbage Baraka F1	- Mpigi	- 13/03/2009
iii) Cabbage Baraka F1	- Kabale	- 18/02/2009
iv) Cauliflower Snow Crown F1	- Kabale	- 18/02/2009
- Stockist Seminar - Kigali - April 2009

International News



EASEED MD, Mr. Jitu Shah, attends the launch of STAK/SFSA collaboration to increase access to new improved seed and plant varieties by small scale farmers. Shaking his hand is Dr. Marco Ferroni, Executive Director Syngenta Foundation for Sustainable Agriculture.



Mr. Jitu Shah visiting Onion Red Creole production site

TANZANIA

- | | |
|--|---------------|
| a. Farmers seminar Illula | - March 2009 |
| b. Field day Mbozi, Mbeya | - March 2009 |
| c. Farmers day Karatu, Babati | - March 2009 |
| d. Farmers day Mgeta, Morogoro | - April 2009 |
| e. Nane Nane Agricultural Show
(TASO) | - August 2009 |



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