



EASEED®

Africa's Best

East African Seed Co. Ltd. Newsletter Vol. 18 July 2010

MD's Message



I welcome you all to the 18th edition of **EASEED** newsletter and thank you for the honest feedback you have been giving us especially during our Top Customer Meet earlier this year. I am sure you have noticed improved levels of service delivery, interactions, dissemination of information and technology to our farmers. We will move with you every step of this busy route geared towards improving livelihoods and boosting local economies through superior products and services.

With the effects of global warming being felt everywhere, farmers are adopting technologies fast in an effort to make their endeavors tenable. I acknowledge with great appreciation the interventions by governments in environmental conservation and water harvesting to ensure sustainable agriculture. Farmers are adopting superior hybrids from **EASEED** much faster now. I wish to assure all our customers that our watermelon hybrids **Sukari F1** and **Zuri F1** have recorded exemplary performance in the region and our lead in hybrid cabbages and tomatoes will be accelerated as we continue in more research to meet changing climatic conditions and the needs of farmers and distributors.

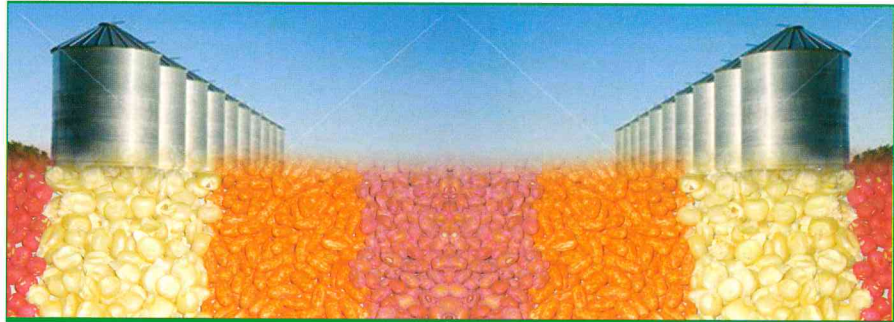
As the world population is set to surpass 8 billion by the year 2030, a range of solutions will be needed in order to realize food sustainability and security. Improved protection of crops from pests and diseases in the field and during storage will be critical to reduce crop losses. Our diversification towards offering total farming solutions has seen our sister Agrochemical company, **Agriscope (Africa) Ltd**, release highly effective products to curb diseases and pests while meeting international standards on human and environmental safety.

Pursuant to our vision of being a world class seed company offering innovative farming solutions, a one stop farmers resource centre has been established at our Kijabe street shop where farmers and stockists can access high quality agricultural inputs with responsive and friendly services. More centers will be established in other regions to reach more farmers and I encourage all to partner with **EASEED** in an effort to improve regional economies and set the pace in the industry. Our principal focus is on Research and Development in order to deliver desired high quality, high yielding disease/pest tolerant crops for the farmers.

Thank you.

Jitu Shah
Managing Director

Reducing Post Harvest Losses



Poor post harvest management leads to not only economic losses but also to loss of life and other health complications. This should be largely controlled by employing a combination of factors ranging from choice of appropriate products, adhering to recommended post harvest management practices and proper timing of crops in the field.

Agricultural crops require storage facilities that are well aerated, with cool and dry conditions. In the field, heat from the sun and the respiration of the produce combine to heat up the produce. This accumulation of "field heat" reduces the postharvest life of the product and has to be removed quickly. Therefore, it is in the best post harvest management practice that immediately after harvest, crops should be taken to a cool place where the accumulated "field heat" will be cooled down and removed.

The choice of seed variety is another major factor, that if ignored will contribute to major post harvest loss. It is always advisable to buy seeds that produce crops with longer shelf life even after maturity. In this article, we highlight some of the best seed varieties that will guarantee you the very best in post harvest handling.

Tomato Nuru F1 and **Bingwa F1** have a longer shelf life of over three weeks, contributed by their firm skin. This characteristic is suitable for transportability and shelf life. Cabbages like **Baraka F1**, **Fanaka F1** and **Zawadi F1** have excellent field holding capacity (do not burst easily) even in late harvesting. **Watermelons Zuri F1** and **Sukari F1** have good transport and keeping qualities because of their very firm skin ensuring long shelf life and hence reduced post harvest losses.

With the current challenge of aflatoxin effects in maize, there arises a need for proper post harvest management practices for harvested maize. Aflatoxin infection happens as a result of improper drying of maize, which may be caused by several factors including harvesting and storing maize before required moisture content is attained. The choice of seed is a key factor that contributes to the speed at which your maize grain will dry. For faster maize drying especially in the field, **Maize KH600 - 15A** and **Maize KH500 - 43A** represent this class of maize where after full maturity of the maize, the maize cob droops ensuring no water gets into the cob. The two maize varieties have good husk cover that prevents ear rotting. These characteristics will help in reducing post harvest losses.

Therefore, correct choice of seeds and good postharvest management will ensure that all these losses are avoided or minimised.

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Product News

New releases from EASEED®

Maize KH 600 - 15 A HIGH ALTITUDE Top Cross Hybrid Maize



- White Semi-Flint grains.
- Very High yielding variety 8-10 Tons per Ha (35 - 45 bags per Acre).
- Has a very strong Stalk hence good standability.
- Good husk cover preventing ear rotting.
- Drooping of cobs on physiological maturity to prevent rotting of kernels. Double cobbing.
- Tolerant to most common leaf diseases e.g. GLS, MSV and Blights.



Maize KH 500 - 43 A MID ALTITUDE



- A medium maturing hybrid Maize suitable for growing in Medium to High altitude areas.
- Yields about 28-32 bags per acre under good crop husbandry.
- Plants produce two cobs which have tightly packed semi flint grains with good husk cover.
- It is tolerant to Maize Streak Virus.
- It is heavily leafed and thus is a good dual purpose variety for food and fodder.



CARROT NANTES



- Straight, long cylindrical roots with round shoulders and blunt tips
- Very sweet taste
- Deep Orange in colour
- Very vigorous in growth
- Growth is very uniform producing long straight carrots
- Has very thin core and is a top yielder



ONION RED STAR F1



- Very uniform in growth with medium sized bulbs
- Very pungent with firm and very compact fresh
- Deep and shiny red colour
- Closely sealed neck that prevents weight loss hence ensuring very good keeping quality
- very adaptable to wide range of ecological zones



EXTRA FINE BEAN WAV



BEAN PRODUCTION FIELD



FINE BEAN DUCATO



EASEED® Events



EASEED top distributor Dr. Ndegwa of Kapepharm Pharmacy receives his award from MD **EASEED**, Mr. Jitu Shah



Agriculture Secretary, Dr. Wilson Songa (left), at **EASEED**'s Top Customers Meet 2010



Agriscope (Africa) Ltd. display at Kijabe Street. A modern Farmers Resource Centre has been developed for you.



Participants follow proceedings during Top Customers Meet 2010



EASEED Kijabe street modern Farmers Resource Centre



Agriscope (Africa) Ltd. agronomist takes participants through identification of diseases/pests and remedies offered



Display in the new **EASEED** Kijabe street state of the art Farmers Resource Centre.



EASEED agronomist on farmers training programs on best management practices for Watermelon Sukari F1 in Marigat

EASEED® In Uganda

EASEED collaborates for technical information dissemination to the farmer



With advanced farming technology, farmers are increasingly being equipped with the right tools to advance from subsistence to commercial farming. This in essence becomes a source of food and money in addition to contributing to the Gross Domestic Product of our nation.

Bacterial Wilt in Tomatoes

Bacterial Wilt

It is caused by *Ralstonia solanacearum* (= *Pseudomonas solanacearum*)

Symptoms

Wilting first appears on the youngest leaves of plants during hot daytime temperatures. The infected plants may recover, temporarily, in the evening, when temperatures are cooler. A few days later, a sudden and permanent wilt occurs. The roots and lower portions of the stem have a browning of their vascular system. The invaded roots may rot due to infection from secondary bacteria.

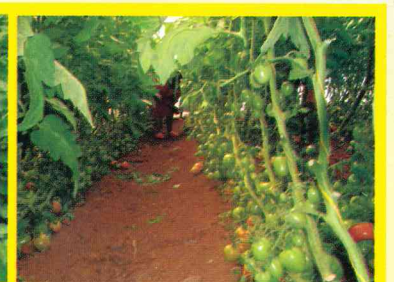
Diseased stems that are cut and placed in a small container of water will show yellowish or grayish bacterial ooze coming from the cut end. When conditions are less favorable for disease development (for example, cool and dry), the infected plants may only show signs of stunting, and adventitious roots may develop on the main stems. The lower leaves will turn yellow before wilting symptoms occur.

CONTROL

- i) Avoid contaminated land.
- ii) Crop rotation
- iii) Eradicate weed hosts.
- iv) Use tolerant / resistant seed varieties



Young healthy tomato crop



Mature healthy tomato crop

What is IPM?

IPM - integrated pest management - is your choice for solid science, sound solutions in dealing with pests. We at **EASEED** promote safe, least-toxic solutions to both pest and pesticide problems. IPM helps us deal with pests - insects, plant diseases, weeds, and more with methods that help keep health and environmental risks as low as possible while saving money.

IPM is integrated because it brings together, or integrates, a range of biological, organic, cultural, mechanical, and chemical options for pest problems. Integrated pest management rarely relies on just one tactic; it integrates tactics to prevent pests entirely or reduce them to levels you can live with. When you think of seed and its best management practices, think **EASEED**.

Watch out for the upcoming events

We sincerely thank our esteemed farmers for their continued support in the utilization, information feedback and collaborative on-farm demonstrations. You have made us stronger and stronger. We are proud to be your most preferred modern and advanced farming solution provider. For quick updates on what is on the **EASEED** "Africa's best" over, be observant while driving on our roads in Uganda. In addition, the following events have been earmarked for you. Do not miss, be equipped, be professional and excel in your farming business.

EVENT	DATE	EVENT	DATE
1. Uganda Prison (Masindi) – Farmers' Field day	02-07-2010	3. The Nile International show - Jinja	12 to 18-07-2010
2. Ngetta FFS (NARO/FAO) – Lira	05-07-2010	4. Luweero (Kasana) – Farmers' Field day	23-07-2010

EASEED® In Tanzania

KILIMO KWANZA (AGRICULTURE FIRST) TANZANIA

Kilimo kwanza is a green revolution programme aimed at transforming agriculture into modern and commercial sector in Tanzania. Despite the endowment of vast agricultural land and fresh water resources which put Tanzania second in Africa with irrigation suitable water, Quality Certified Seed must come FIRST for success to be realized! We explore the reasons below.

9 reasons why certified seed and not farmer-saved.

1. Clean seed with minimal weed seeds or other matter
2. Varietal purity; avoids off-types, other crop seed and weed seeds.
3. Guaranteed quality assurance; third party inspections in the field and at the processing plant ensure quality assurance in germination, vigor and true to type.
4. Access to new opportunities; certified seed opens doors to new opportunities and greater sales by providing proof of varietal identity.
6. You minimize diseases in your crops hence more profits.
7. Certified seed has yield advantage over farmer-saved seeds.
8. Less expensive since you don't have to approximate your requirements but you invest in already weighed and packed seed.
9. Getting maximum use of other inputs; best genetics and purest fields ensures that you make the most of every shilling. Certified seed means you're not wasting time and other inputs on a crop that won't make grade.

PICTORIAL



Tanzania Prime Minister, Hon. Mizengo Kayanza Pinda visits **EASEED** stand at the National Horticultural Stakeholders Meeting in Arusha



A cabbage demonstration plot in a farmer's field



Sales agronomist visiting a successful farmer growing Cabbage Fanaka F1 at Lushoto, Tanga.



Sales agronomist **EASEED** with farmers admiring Watermelon Sukari F1 planted at Dumila in Morogoro region.



EASEED agronomist making an observation on Sorghum Sudan grass trial at a field day hosted by AVRDC-World Vegetable Center Tengeru, Arusha.



Farmers following through a field day on Cabbage Baraka F1 at AVRDC at Tengeru, Arusha.

Agriscope






Agriscope Agronomist in a farmers training at Kerugoya Field Day

Agriscope (Africa) Ltd is proud to inform our farmers of new product releases. Besides our existing products i.e. Verkotin, Alphascope, Concord and Vegimax, we have launched the following new products:-

Topaz 25 EW (Tebuconazole 250gm/lit) Fungicide
 Swift 5% EC (Lamda-cyhalothrin 50gm/lit) Insecticide
 Magic 50 EC (Malathion 500gm/lit) Insecticide
 Willosate 360 SL (Glyphosate 480gm/lit) Herbicide

Our marketing department has a strong team of qualified agronomists in each region to help the customers and farmers. The new look of our Kijabe street outlet, brings to our customers a state of the art modern one stop resource centre which will provide information and agricultural products to the farmers.

PRODUCT	GROUP	FEATURE	TARGET PEST	BENEFITS
ALPHASCOPE 10 EC(Alpha-cypermethrin) 	Insecticide	ALPHACYPERMETHRIN 100gm/tr	APHIDS WHITEFLIES LEAFMINERS THRIPS	<ul style="list-style-type: none"> It is the most popular pyrethroid insecticide with contact and stomach action on aphids, thrips and boll worms. Knockdown effect. Short pre-harvesting period Low dosage rate 10mls in 20 ltrs
VEGIMAX (Foliar Feed) 	Organic Foliar feed	PLANT FOOD SUPPLIMENT WITH (TRACE ELEMENTS, VITAMIN-SAND AMINO ACIDS)	ALL CROPS	<ul style="list-style-type: none"> It is the world's most popular organic foliar feed applicable to all crops at almost all stages Low dosage rates 3-5 ml/20ltrs water. Crops with good uniformity achieved. Reduced fruit and flower dropping and ultimately increases the yield.
CONCORD 20 SL (Imidacloprid) 	Insecticide	IMIDACLOPRID 200gm/ltr It is a broad spectrum insecticide for the control of different insects of cotton, citrus & vegetables	ALL CROPS	<ul style="list-style-type: none"> It is highly systemic from seed or soil treatment. It has lower resistance levels It has low dosage levels i.e. 10mls/20ltrs. Controls sucking insects including Aphids, Thrips, whiteflies and soil insects

International News



MD EASEED, Mr. Jitu Shah, shares a light moment during June 2010 ISF Congress in Calgary, Canada



Malawi's Minister for Commerce & Industry Hon. Eunice Kazembe with Kenya's Trade Minister Hon. Amos Kimunya at EASEED stand during Kenya Solo Exhibition in Blantyre Malawi in February 2010



EASEED display stand at Kenya Solo Exhibition in Blantyre Malawi, February 2010



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