



EASEED

Africa's Best

East African Seed Co. Ltd.

Vol. 25, Newsletter January 2014

MD's Message



It is my pleasure on behalf of staff and management of **EASEED** to present the 25th edition of our newsletter with best wishes for 2014.

The new year brings with it hope and bountiful rains with disease free farming experiences for high yields and well being of our farmers.

The seed industry held its annual congress in November last year, where we had the opportunity to discuss successes for the year. Significant strides have been made against the fight for MLND with **EASEED** taking a significant role. We are optimistic that resistant varieties will be in the market soon. MH "TOSHEKA" a mid to low altitude maize variety released late 2013 will go a long way in boosting food security.

I am also proud to announce that National Release Committee sitting in January has released ES 401 "SHUJAA" another mid-high altitude maize variety with exemplary performance. We are confident that both these two varieties will provide better yield and boosting your profits.

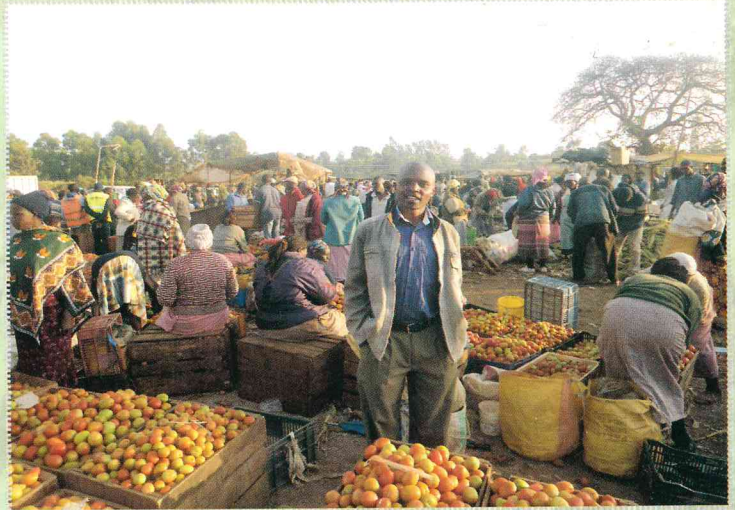
A huge investment in irrigation facilities by our government presents great opportunities in farming and it is going to greatly improve seed production, food sufficiency and incomes. We have developed and tested hybrid seeds that meet expectations of local farmers.

Regulatory framework in the country is quickly evolving with devolution creating more opportunities for growth in the industry. Harmonization of regional trade regulations is at advanced stage and as a member of STAK and president of AFSTA we will continue engaging governments to address issues affecting seed industry.

I wish to commend the good working relations we are having with all stakeholders, farmers and distributors in the past as this has assisted us realize our promise of delivering high quality agricultural inputs with responsive and friendly services.

Jitu Shah
Managing Director

Creating Wealth with Eased



Improvements in food security, poverty reduction are important UN Millennium Development Goals (MDG's), subject which forms the base for **EASEED** research and development. With some farmers still embroiled in old outdated agricultural practices like farm saved seeds, poor spacing and crop protection services, we continue developing long term intervention measures thereby creating a sustainable economic base.

Increase in rural population has led to decreased land holding, economic degradation a situation that has made the development of agricultural sector more difficult hence measures that require products with higher returns per unit area.

Improved seed varieties have considerably increased labor and land productivity in vegetables leading to increased incomes at lower unit costs of production per kilo. Our involvement in research, product development and extension is inspired by these challenges and the need to empower farmers economically while promoting healthy eating habits and creating employment.

Climatic changes, evolution of pests and diseases requires regular improvement for farming to remain viable.

EASEED continues to transform lives through high value hybrid seeds with short maturity period, tolerant to key diseases, meeting market expectations and withstanding other harsh climatic conditions. We are availing hybrid cabbage Fanaka F1, Zawadi F1, Baraka F1 and others, Tomato Nuru F1, Faulu F1, Bingwa F1, and Tegemeo F1 Squash Balozi F1, Watermelons Zuri F1, Sukari F1 onions Superex F1, Red star F1, Red Queen F1, Collards Mfalme F1, peppers and other high value seeds.

Product News

New releases & Farmers Corner



HYBRID MAIZE -ES 401 (SHUJAA)

- A good medium to late maturing hybrid suitable for altitudes ranging from 1100-1900m above sea level
- Tolerant to GLS, Rust, MSV and leaf blight
- Uniform cob placement with white semi-dent grains
- Early maturity of 130-140 days
- Very high yielding 35-50bags/Acre Z(7-9MT/Ha).



ONION RED QUEEN F1

- Very vigorous hybrid onion with uniform bulbs.
- Has shiny deep red color very attractive in the market
- Very good curing ability on maturity enhancing long storage.
- Medium to large bulbs suitable for both fresh market and processing.
- Highly tolerant to most diseases in onions.
- Ideal for many ecological zones.



TOMATO NURU F1

Mr. Clispus Mwaura from Loitoktok celebrates bumper harvest from tomato Nuru F1 which according to him it has transformed his life. He notes that Nuru F1 which is a determinate variety is:-

- Very vigorous in growth and early maturing
- Very high fruit setting
- Red attractive oval fruits with superior firmness to withstand long distance transportability.
- Has long shelf life and tolerant to common tomato diseases.
- He advises farmers to go for Nuru F1 where returns are guaranteed.



CABBAGE ZAWADI F1

Great win to farmers; notes Mr. Njenga wa mwaura, a prominent cabbage farmer from Karatina for cabbage Zawadi F1. He had notes the following:-

- Zawadi F1 is a very compact cabbage hence very suitable for long distance transport
- Has a very appealing bluish green color
- Very uniform in growth
- Tolerant to most cabbage diseases like black rot and downy mildew

He recommends farmers to go for Zawadi F1 for higher returns.



WATERMELON SUKARI F1 IN UGANDA

The entry of Sukari F1 into Ugandan market and the neighboring countries has been amazing; notes Mr. Michael a key distributor of certified seeds in Uganda, South Sudan and Rwanda. He attributes the high acceptance to:-

- Very early maturity hence faster rate of returns on investment
- Produces fruits with an average weight of 10kgs/fruit
- Shows high tolerance to most of common diseases affecting cucurbits
- Ready market due to its sweet taste and appealing color.

EASEED® Events



Farmers pay attention to EASEED agronomist training on best farming practices during Nakuru A.S.K show in Kenya



Farmers follow proceedings during Kitale A.S.K show training in Kenya



Farmers select seeds for planting during a certified seed awareness campaign at Naivasha-Kenya



EASEED MD inspects onion hybrid and collards trial sites during his field visit in Mt. Kenya Region.



Farmers listen as EASEED agronomist train on best seed varieties during farmers field-day in Kapchorua-Uganda



Participants actively follow the proceedings during the Top Customers' Meet 2013 at Hotel Kilimanjaro, Dar es salaam



MD EASEED and chief guests follow proceedings during the Top Customers' Meet 2013- Tanzania.



MD EASEED and chief guest Eng. Mbogo (deputy PS (M.O.A) presents first prize to Mr. Laizer of Matuyani agrochemicals

EASEED® in Uganda

FARMERS ENDORSE EASEED MAIZE HYBRIDS

In a quest to provide high quality inputs with a view of responding to emerging challenges facing farmers in the market, EASEED (U) LTD was boosted by the release of maize hybrids KH600-15A, which is suited for the High Altitude zones such as Kapchorwa and the large Mt. Elgon region and KH500-43A which is best suited for the Mid- altitude zones entailing most parts of Uganda i.e. Eastern, Central, Northern and Western regions. With consistent efforts of our Marketing, Product Development and Research teams to popularize these hybrids in the last 3-4 seasons positive tales from the innovative and progressive farmers who have praised the maize for its remarkably high yields and tolerance to drought conditions.

Grass-root Level Marketing and Representation

In view of strengthening Agricultural Production and Productivity in Uganda, we have endeavored to disseminate information to our grass root level farmers by deploying a team of technical staff at various zones to fast track adoption of improved farming systems and new technologies developed to offer solutions to existing and foreseen challenges. We have also in the past partnered with key stakeholders such as Eastern Africa Grain Council (EAGC), USAID, Technoserve, Mercy Corps, Uganda National Farmers Federation (UNFFE), Agri-ProFocus among others.

In an effort to increase our representation in the neighboring countries, our team visited Democratic Republic of Congo where we interacted with the farming communities in Doko. The main activities in these areas are vegetable production and maize production. Our team offered training on proper nursery management practices as well as proper spacing maize in order to optimize their yields. Among the key innovations that we delight in is the sack garden technology, which attracted many farmers during the last Jinja show. It was hailed by young farmers and dignitaries alike, including the Speaker of Parliament, as it can be established in a small area in urban centers as well as in dry lands where rain and water is scarce.

"SACK GARDENING"- AN INNOVATIVE TECHNOLOGY TO GROW VEGETABLES IN URBAN AREAS:

"Sack Garden" refers to production of vegetables in an improvised manner such as putting soil in a SACK and establishing different types of leafy vegetables from it. It can also mean producing vegetables from baskets, which can be put on the ground level or made as hanging baskets.

Steps for Establishment of a Sack Garden :

1. Mix rich fertile soil with well decomposed manure thoroughly before putting it in the Sack.
2. Get a strong Sack and fill with the soil to about 6-inch level.
3. Using a hollow object , whose size is that 500gms Tin, place the object at the middle of the sack, then put the stones in the middle of the hollow object and soil on the outside of the hollow object.
4. Pull the object upwards, so as to allow soil and stones to come in contact and repeat the above procedure to the top of sack in order to create a continuous column of stones in middle / centre of the sack,
5. Remember to fill at least 6 inches at the top with soil only with no stones in the middle to enable planting of vegetables on top of the sack garden as well.
6. Create 2-inch holes that are approximately spaced by one-foot on the sides of the Sack in a zigzag manner to accommodate more plants.
7. Transplant the ready seedlings into Sack Garden
8. Do the watering daily to maintain normal soil moisture in the Sack always.
9. Spray against pests and diseases and apply foliar fertilizers (vegimax) to enhance sustainable growth.

POINTS TO REMEMBER:

1. The column of stones will assist in aeration at the root level and even distribution of water in the Garden.
2. The Garden will give better results, if it is placed in an area, where it receives enough Sunlight.
3. Too much water application may suffocate the plants and therefore recommended to water the plants moderately.

The Garden requires little amount of water and hence may be suitable for areas, which receive scarce or unreliable rainfall.



Deputy Head of Program WFP Mr. A. K. Germein admires Maize KH 500-43A double aspect.



Stockists in Kabale get training about EASEED products during stockist seminar.



Farmers in DRC adopt modern farming practices in watermelon farming, courtesy of EASEED Agronomist training.



Farmers go through training on sack gardening Technology Jinja Agric Show

SUCCESS IN AGRI-ENTERPRUNERSHIP

As we step into the year 2014, indications from earlier activities show that serious attention will be drawn to agriculture. Agriculture is no longer for subsistence purposes but a source of income, employment and a beginning of attractive life for the youth.

To succeed as entrepreneurs in agriculture, it is important to be armed with the relevant information, right and appropriate skills to thrive but have a strong desire and see the attractive but big picture in Agriculture, Food Supply Chain, Food Safety etc. The youth are such a vital focal point because they are the future of our nation. Here are a few tips I have decided to share with all the young people out there that desire to go into any part of Agriculture and Agribusiness or that are already into it.

Business Plan:

Have a realistic business plan that identifies opportunities, your target clientele, cost of production, projected sales revenues and expected profits. Always forecast the lowest expectations to be on the safer side. At the same time, it is important to understand more about the clients you want to serve and what their current experiences are in terms of your offering. Be equipped with latest information on the best seed varieties and pesticides in the market as you observe safety precautions for protection of the consumers.

Network:

This makes it possible to gain access to information and resources needed. Many of these organizations or networks have products, resources, seminars, workshops and other opportunity openings that young agro entrepreneurs need.

Record keeping:

Proper record keeping processes gives you an indication of how well your business is doing and an indication of the growth and sustainability of your business. Accurate records will also make it easy for you to acquire finance and comply with the necessary legal requirements for your business.

Cash flow management:

It is very important to know what your cash flow is, and to be able to manage this process extremely well. Entrepreneurs need to understand this concept as it affects growth.

Market linkage and networking:

This is critical in income expected from investment. Price fluctuations will affect profit margins and due to the nature of perish ability of agricultural products, its critical to understand all markets available. Power of the social media is also critical

Take a risk:

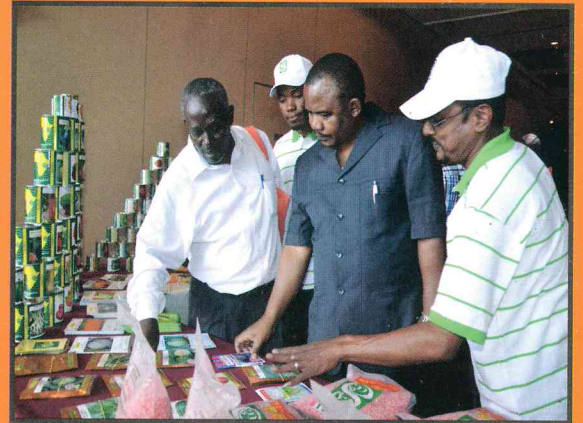
You must be willing and able to take some risks in business, but make sure that you only take calculated ones. Remember though, that any risk can be an opportunity if calculated correctly.

Engage in Personal Development and Training: Every time, new findings and results are revealed or unraveled through researches. More knowledge is provided about value chains and investment opportunities for entrepreneurs in the sector. As young entrepreneurs it is important to get the right trainings through workshops, conferences and specialized training classes. Sometimes you have to pay for them. It could be a new method of cropping, pest control and management or even soft skills and business management training. All these make us fit for the sector and ready to excel.

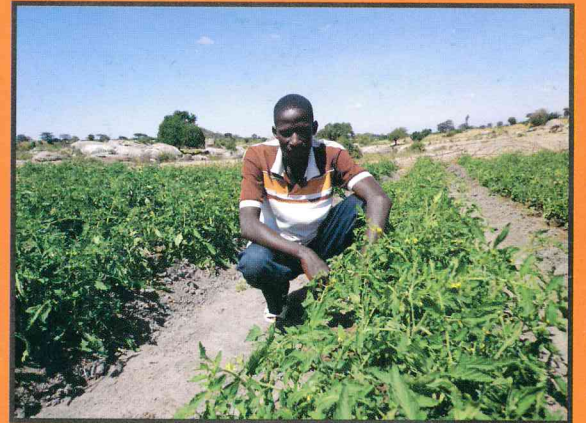
Join the revolution of Young Agropreneurs; our Nation and continent waits on us to turn working closely with EASEED for transforming farming.



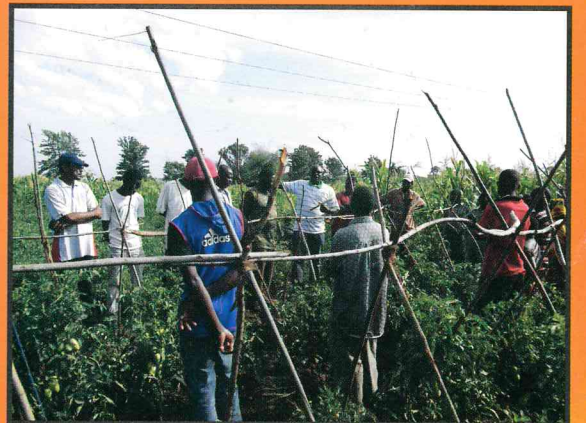
Distributors and farmers arrive at the Hotel Kilimanjaro - Tanzania for Top Customers' Meet 2013



Head of Tanzania Seed Unit Mr. Canuth Komba centre and other dignitaries admire hybrid seeds on display at TCM



A young farmer admires healthy tomato Nuru F1 after embracing modern technology



Enthusiastic farmers listen to Easeed agronomist on best agronomic practices

International Events Participation



As the world's demand for food supply increases, Africa's farming is becoming important as the continent offers opportunities to grow in production capacity. Innovations, value and progress remains Syova's key focus as we expand our horizons in the market.

Introduction of new seed varieties suited for local conditions continues to be Syova's primary goal. Our entry into Congo market as well as other neighboring regions has transformed lives of many farmers who previously relied on subsistence farming and are now embracing modern quality hybrid seeds and technology.

Our commitment is to be a premier source of high quality seeds with innovative farming technologies which will be accelerated in a bid to roll out solutions that meet changing dynamics and expectation. Our dedicated Research and Development & Product Development centers in strategic locations serve to breed and source high quality seeds for our international market.

Our continued collaboration with stakeholders in the industry will accelerate transformation of this key sector and local economies. As we grow our wings to reach more farmers, our promise is to deliver value and progress for every seed.



EASEED MD during APSA Congress 2013 held in Kobe Japan



EASEED MD with delegates during 2013 APSA Congress



EASEED MD second left in Dakar Senegal during CMA/AOC conference



EASEED MD Center with key dignitaries CMA/AOC conference.



East African Seed Co. Ltd.

P.O. BOX 14455
ARUSHA, TANZANIA
TEL: +255 27 2545756/5784
TELFAX: +255 27 2504184
info.tz@easeed.com

HEAD OFFICE
DAKAR ROAD, INDUSTRIAL AREA
P.O. BOX 45125 - 00100 GPO
NAIROBI, KENYA
TEL: +254 20 652101-4 FAX: +254 20 552690
WIRELESS: +254 020 2109520
CELL: +254 722 207747, 734 333161
info@easeed.com
www.easeed.com

P.O. BOX 3678
KAMPALA, UGANDA
TEL: +256 392 773321
+256 414 566585
FAX: +256 414 566584
info.ug@easeed.com

Africa's Best

EASEED® Diversity.Your Growth Our Seed