



EASEED

Africa's Best

East African Seed Co. Ltd.

Vol. 27, Newsletter January 2015

MD's Message



On behalf of EASEED family, I wish you all A Very Happy New Year and I am pleased to present the 27th edition of our Newsletter.

Agriculture in Kenya continued to face challenges throughout the year with inadequate rainfall during both Long rains as well as short rains in many parts of the country. The western region received excess rains affecting the crops during later part of the year. The menace of MLN disease in maize continued and drought had a devastating effect on the Maize production in Kenya. Considering the fact that maize is the staple food of Kenya, this will impact the country's food security. In addition, new pests like Tuta absoluta on Tomato resulted in huge crop losses and increased Tomato fruit prices

Agriculture remains the most important economic activity in Kenya, although less than 8% of the land is used for crop and feed production. Less than 20% of the land is suitable for cultivation, of which only 12% is classified as high potential (adequate rainfall) agricultural land and about 8% is medium potential land. The rest of the land is arid or semi-arid. About 80% of the work force engages in agriculture or food processing. Farming in Kenya is typically carried out by small producers with less than two hectares (about five acres) using limited technology. These small farms, operated by about three million farming families account for 75% of total production.

We appreciate the support and continued commitment of all the stake holders of EASEED including our valued distributors and stockists in helping the Farmers in East Africa in accessing our high quality inputs across the region. We have increased our product range with inclusion of Selected Seminis brand of vegetables hybrids into our marketing in Kenya. This, along with EASEED's diversified product range and large net work of Distributors in East Africa makes EASEED brand as the preferred choice of Farmers in the region.

Jitu Shah

Managing Director

AGRICULTURE AND ENVIRONMENT



Major trends and forces in agricultural production

- FAO projects increase of 70% in global food demand by 2050.
- Undernourishment and malnutrition will still exist due to uneven distribution of income.
- Rate of growth in agricultural production has been slowing
- Increased competition for land and water (bio fuel)
- Water scarcity is growing. Salinization and pollution of water courses and bodies is rising.

Agriculture's impact on the environment

- Largest consumer of water
- Main source of nitrate pollution of groundwater and surface water-eutrophication and the release of greenhouse gases (methane and nitrous oxide).
- Agriculture and forestry also have positive externalities such as the provision of environmental services and amenities, for example through water storage and purification, carbon sequestration and the maintenance of rural landscapes.
- Research driven intensification is saving vast areas of natural forest and grassland.

Drivers of change in agricultural production

- Population growth - may slow down, but demands will still grow because of income growth in developing countries -changing diet, increasing caloric intake.
- By 2050, average meat consumption per person will be 40% higher than in 2010.
- Increasing energy demand -production of bio fuels
- Trade liberalization (Food imports to developing countries is expected to be more than double by 2050).
- Urbanization and Climate change
- Land degradation, desertification and water scarcity

Main environmental benefits in the future

- Use of improved cultivars
- Reduced food wastage
- Resource efficiency: better nutrient management and tillage practices, pest management and irrigation.

Quality Assurance



Healthy Production Techniques- Roguing MLND & off type plants

At EASEED, we are dedicated to delivering the best possible products to our customers. We produce our seeds using the best available practices, ensuring that quality standards are met during each step of the process. Once a product is ready for commercial sale, we carefully examine each lot to ensure that our quality standards are stringently met. Our expert quality assurance team tests our seed for germination effectiveness, purity and hybridity. Our testing processes exceed industry standards in order to meet the needs of our customers.

Seed Cleanliness

After receipt, at each step of processing from production to packing, we closely evaluate each lot to guarantee that there are no weed seeds, other crop or inert material present.

Seed Productivity

Our internal germination standards are high enough to ensure good germination and vigor. We use ISTA methods for planting and evaluation of seedlings which is the highest international standard

Seed Health

To ensure disease free plants, we treat our seeds with best quality insecticides and fungicides.

Seed Genetics

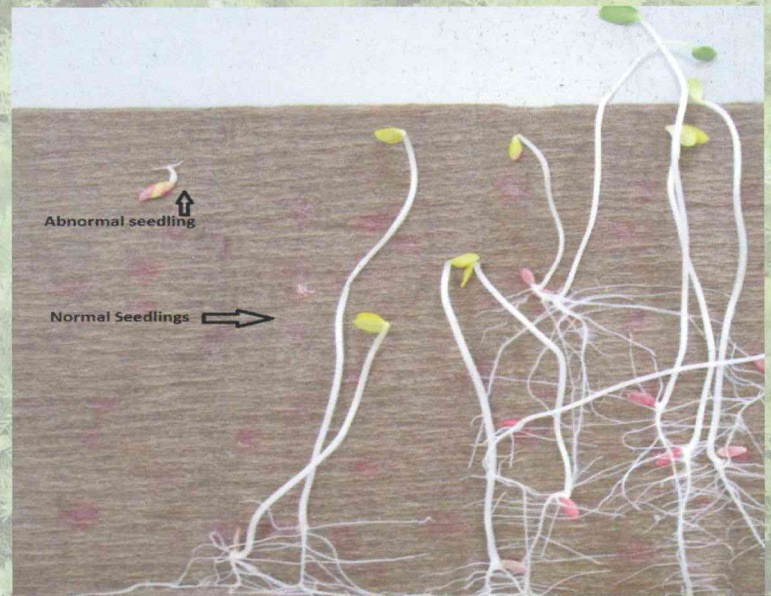
Uniformity and varietal purity ensures farmer the desired yield. We subject each and every lot to grow-out test to ensure the varietal purity of our products.



Quality Check in the lab



Lab test showing high potential embryo



Accurate Seedling Evaluation

Seed Packing

Before sending the seeds to the market we ensure the quality of sealing, packing and final moisture content of the seeds is within permissible limit.

EASEED - Events



EASEED (U) win an award in the KPMG'S top 100 mid sized companies for the fourth year running in 2014



EASEED Road show using branded reflector vests showcasing its Hybrids



EASEED Show cases its new Maize Hybrid "TOSHEKA" (MH 401)



EASEED Sales agronomists examine Cabbage Hybrid Fanaka



EASEED MD Joins other staff during Christmas party at Silver Oak Farm Thika.



EASEED Hybrid Collard Mfalme for long harvesting period with high yield and tasty leaves

EASEED -Uganda



WATERMELON farming is gaining popularity in the EA Region. The emerging trend now is that farmers are shifting from the traditional dark green types (Sugar baby – types) to the striped “Jubilee” type melons. In Uganda, Sugar baby melons are still very popular, but the current market trend has started showing preference to striped “jubilee” type melons, Sukari F1 being the leader. Consumers prefer Watermelon Sukari F1 because it is sweeter, juicy and has less seeds and can stay longer in the shelves.

Mr. Robert Odong, a retired teacher of APAC district in Northern Uganda is a proud farmer of Watermelon Sukari F1. He is very much impressed by Sukari’s ability to tolerate drought, bearing bigger fruits weighing an average of 8-10 kg and he is now able to earn more from farming than he could, while practicing his profession of teaching.

EASEED PARTNERS WITH NGO’S TO IMPROVE THE LIVELIHOODS OF UGANDAN FARMERS

In the year 2014, EASEED has established quite an extensive collaboration with several NGOs and to name a few, with AVSI, whereby we have carried out joint demonstrations with progressive farmers/ farmer groups, as well as in Vocational Schools in the Greater Acholi sub-regions. From these joint activities, farmers have adopted good agricultural practices and reaped maximum benefits from their farms. Due to the success achieved through our hybrids such as Maize, KH500-43A, Longe 8H & Sunflower, EASF-1H as well as EASF-2H, we are aiming at taking this interaction to greater heights and by replicating similar activities in the Lang’o sub-region in 2015

Our collaboration with the “Joseph Initiative” (JI), Masindi-based NGO dealing in bulk maize handling, saw our large scale demonstration activities culminating into 18 field days in various sub-counties in Masindi, much appreciated by the farmer.



EASEED-UGANDA INTENSIFIES ITS PRESENCE IN RWANDA & BURUNDI



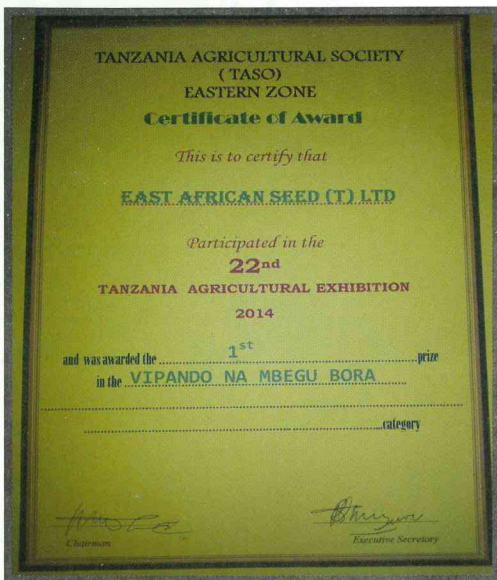
As EASEED spreads its wings in the East African region, we have embarked on a long term strategy in Rwanda and Burundi, in view of the increasing demand for EASEED products. We now have a Technical Staff based in Kigali who is supporting the services to farmers in rural areas and stockiest in Rwanda and Burundi.

Currently, our Research and Development team is working closely with the Government of Rwanda in carrying out NPT and DUS and for our superior hybrids - Maize as well as Sunflower. We shall be expanding these trials in Burundi and Democratic Republic of Congo (DRC) in the near future.

SILVER OAK INVESTMENTS (U) LTD (SOIL FARM)

East African Seed (U) Ltd, being a model Seed Company in Uganda, has established a Seed Multiplication Farm in about 1000 acres mainly for production of high quality certified seeds. The Farm has become a model to the whole seed fraternity in Uganda and recently it hosted a training organized by Ministry of Agriculture through National Agriculture Research Organization (NARO) on Hybrid Maize Seed Production. The Event was co-ordinated by Dr. Grace Abalo, a Maize Breeder at NaCRRI and Mr. Jonga of AATF-Nairobi and attended by members of Seed Companies affiliated to of Uganda Seed Trade Association (USTA) and other dignitaries. This was intended to enhance the skills of seed company personnel involved in hybrid Maize seed production.

EASEED -Tanzania



EASEED (T) participated in the 22nd Tanzania Agricultural Exhibition and was awarded 1st prize in the Eastern Zone for the category of Range and Quality Seed.

What's New and Beneficial About Watermelon

Alongside of tomatoes, watermelon has moved up to the front line in recent research studies on high-lycopene foods. Lycopene is a carotenoid phytonutrient that's especially important for our cardiovascular health, and an increasing number of scientists now believe that lycopene is important for bone health as well.

Health scientists are becoming more and more interested in the citrulline content of watermelon. Citrulline is an amino acid that is commonly converted by our kidneys and other organ systems into arginine (another amino acid). The flesh of a watermelon contains about 250 milligrams of citrulline per cup. When our body absorbs this citrulline, one of the steps it can take is conversion of citrulline into arginine. Particularly if a person's body is not making enough arginine, higher levels of arginine can help improve blood flow and other aspects of our cardiovascular health. There's also some preliminary evidence from animal studies that greater conversion of citrulline into arginine may help prevent excess accumulation of fat in fat cells due to blocked activity of an enzyme called tissue-nonspecific alkaline phosphatase, or TNAP.

Food scientists compared the nutrient content of flesh from different parts of a watermelon: flesh from the center, the stem end, the blossom end (opposite from the stem), and the periphery (the part nearest to the rind). What they've discovered were impressive concentrations of phenolic antioxidants, flavonoids, lycopene, and vitamin C in all of these different areas.

The exact distribution of nutrients was also highly dependent on the variety of watermelon with **Sukari F1** being superior.

Recent studies have confirmed the nutritional importance of allowing a watermelon to fully ripen. The biggest jump in lycopene content occurs at the time when a watermelon's flesh turns from white-pink to pink. Yet when that flesh continues to ripen, resulting in a color change from pink to red, the lycopene content becomes even more concentrated as well as beta-carotene and total phenolic antioxidants. Even when allowed to ripen to the white-pink stage, a watermelon still contains very little of its eventual beta-carotene content. The bottom line: eating a fully ripe watermelon can really pay off in terms of nutrient benefits.



EASEED (T) and The Coastal Rural Support Program – Tanzania of Aga Khan Foundation are working together to facilitate the linkage of inputs to the farmers in the Mtwara and Lindi areas. The project is operational in 6 clusters and covers all major crops such as Tomatoes, Onions, Peppers and Leafy Vegetables. East African Seeds (T) Limited team had worked with the agronomists of Aga Khan Foundation in laying the demonstration plots in all the project location.

International Events Participation



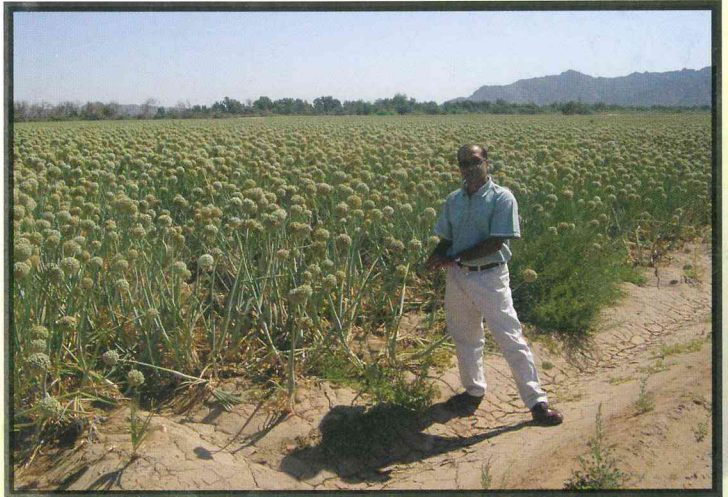
MD and CBO Visiting an R & D facility in Israel



MD & Director EASEED in Japan



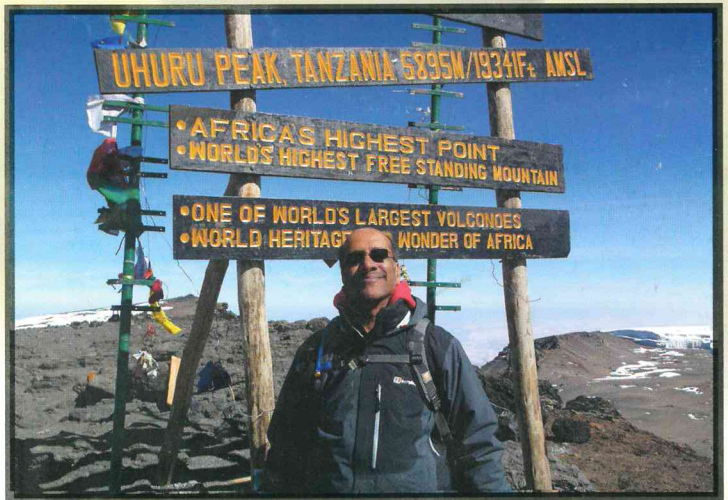
EASEED MD (centre) and GM Agriscope Africa Ltd (Right) in China.



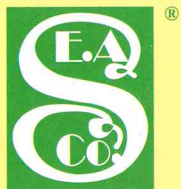
Production field visit



Delegates at EASEED stand during STAK congress 2014 at Kenyatta University -Kenya



MD EASEED Takes a challenge to climb Mt. Kilimanjaro up to the highest Peak (Uhuru)



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

Agriscope **Syova**

EASEED® Diversity - Your Growth Our Seed...