

# EASEED

Africa's Best

East African Seed Co. Ltd.

Vol. 29, Newsletter January 2016

## From the Management Desk

The management and the entire staff of East African Seed Co. Ltd. would like to thank you all our esteemed customers and readers, for your continued business support for the year ended 2015.

It is my pleasure and honor to introduce to you our innovative technologies and farmer focused services as we invest in getting every seed grow. This will translate to economic growth and food sustainability as we strive to make Africa a better place.

Through our ever-growing network of stockists, distributors coupled with our dedicated teams of Field Assistants and Agronomists on the ground, we at Eased endeavor to provide adequate and sustainable coverage to ensure our customers get easy access to our products. This provides a unique advantage and value addition to all your farming needs hence improving your efficiency and profitability.

In the year 2015 we as a company, in collaboration with financial and technical institutions like CYMMYT (International Maize and Wheat Improvement Center) enabled production and commercialization of drought and MLN TOLERANT **HYBRID Maize WE 1101 (AHADI)**. We also introduced two new Hybrids for Cabbages, **BORA F1** and **IMARA F1** to the market, also an indeterminate Hybrid Tomato (**BEKI F1**) and a Hybrid Squash (**RIZIKI F1**). Most importantly as a group through our internal processes we successfully merged both our top of the range marketing activities to encompass both Seed & Agro-chemical sales, distribution and marketing in one pot for effective reach and farmers support.

We are committed to our customers' needs and requirements. To this end therefore, we have also embarked on continually improving our Quality Management Systems through initiating **ISO 9001-2008** Certification process in 2016.

I thank you for your continued business support as we embark on yet another year 2016 focused to better our partnerships with all our industry stakeholders for mutual growth and prosperity; **we are Africa's Best!**.

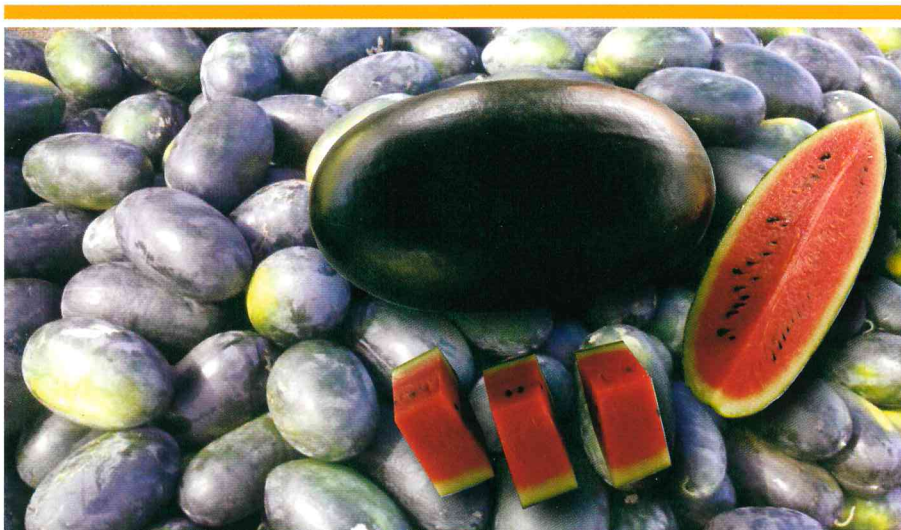
*“Offering farming solutions with innovative and quality services to African farmers and beyond...”*

- Eased Vision



Syova Quality Hybrids

*New Hybrids Now Available Pg 2*



New Syova Watermelon Kazuri F1

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## **Cabbage: Bora F1**

- Maturity: 100 days
- Wider adaptability (good heat and cold tolerance)
- Bigger heads about 5-6 kgs
- Very compact and dense heads
- Has very good field holding capacity
- High disease tolerance like Black rot
- Spacing: 60X60 cm & 60X45 cm

## **Cabbage: Imara F1**

- Maturity: 90 days
- Widely adapted (good heat and cold tolerance)
- Deep blue green, thick flat heads weighs about 4 kg
- Good field holding capacity
- Tolerant to black rot & Fussarium yellow diseases
- Spacing: 60X60 cm or 60X45 cm

## **Squash: Riziki F1**

- Very vigorous growing plant
- Maturity 42 - 45 days
- Dark green, cylindrical fruits
- Fruit length: 15-18 cm
- Exhibits high fruit setting
- Fruits have smooth skins
- Very good tolerance to mosaic virus
- Yield potential: 8 tons/acre

## **Tomato: Beki F1**

- Indeterminate type suitable for Green House cultivation
- Fruit harvesting start 70 days after transplanting
- Fruits are attractive red colour blocky in shape
- Fruit weights about 110 -120 gms
- Tolerant to TYLCV and Bacterial wilt
- Yield potential: 60-70 tons/acre

## **Watermelon: Kazuri F1**

- Maturity: 65 – 70 days
- Fruits are oval in shape weighing about 3 kg
- The rind is dark green
- The flesh is deep red, crispy & firm
- Very high TSS 13 – 14 %
- Good rind thickness suitable for long distance transport
- Spacing: 1.5 X 0.3 M (Single row) & 2.5 X 0.3 M (Double row)

# Agriscope - Kenya



**Farmers training organized by Agriscope**

With an aim of improving the East African food production techniques, **Agriscope** (Africa) Ltd is committed to come closer to the farming community by introducing new products for crop protection.

The company has developed the end users support strategy through trainings by its Sales Agronomist across East African region.

This has been done through the collaboration of Ministry of Agriculture and other stake holders like **C.B.O** (Community Based Organization) and non-governmental organizations. In regard to this many of our farmers have seen increased production and profitability.

**Agriscope** has introduced **Topaz 25EW** which is one of the best fungicides for controlling and preventing rust and Powdery mildew alongside other diseases like Leafspot & Anthracnose.

Our expansion program will entail putting more staff on the ground to train and demonstrate usage of our products and services to the farmers.

Over 300 farmers from Mosoriot Horticultural Crops Growers Association in Eldoret have partnered with **Agriscope** through the use of products like **Topaz 25EW & Vegimax**. They have seen steady and gradual improvement of their farm production per unit area.

In South Nyanza region, Beans & Tomato farmers have started using **Topaz 25EW & Vegimax** in their production and are appreciating the efficacy of the products.

Farmers from Mt. Kenya region have also adopted the use of **Topaz 25EW** for the control of Blight on potatoes and Powdery Milldew on Snow peas.

Farmers spray their crops after observing the problem by which time the damage would have been done partially. In some cases the damage caused to the crop by pest & diseases can't be revived or corrected.

We advise farmers to spray for prevention before the disease or pests are noticed.

## Key points to observe:

- Understand the crops & their adoption to the region
- Timing of the crop establishment
- Selection of right seed/seedlings
- Application of sufficient organic manure to the soil
- Adoption of right cultural practices
- Application of required quality & right fertilizers only
- Adopt scouting method to decide what pesticide to spray & when to apply
- Apply appropriate crop protection chemicals from **Agriscope**



**Green house treated with Agriscope Topaz 25EW**



**Agronomists inspect Tomato field**



**Tomato farm treated with Agriscope Mazao Super and Vegimax**



**Agriscope agronomist explains to farmers on best practice in handling chemical equipments**

  
**An Integrated Solution  
Provider for plant protection**

# FOCUS ON EASEED - Uganda

SUNFLOWER - A MAJOR SOURCE OF LIVELIHOOD FOR FARMERS IN NORTHERN UGANDA



**EASF 2H Hybrid Sunflower growing in Northern Uganda**

Sunflower is among the major oilseed crops grown in the world which accounts for 7.3% of oilseed production. In Uganda, the oilseed sub-sector directly influences livelihoods of over 12 million people mainly in North, North-Western as well as North-Eastern parts of Uganda and accounts for over 70% of vegetable oil production in the country.

This is because these areas have the best agro-ecology for production of sunflower with well textured fertile soils which result in high sustainable yields. The sunflower oilseed subsector has been largely dominated in Uganda by Mukwano which is involved in providing seed, working with farmers and buying their produce.

However, new entrants like small scale and cottage oil producers are emerging and the trend is slowly changing. The current demand for raw sunflower from the local processors exceeds local supply by 60-65%.

Presently, sunflower is cultivated in about 500,000 to 600,000 hectares and estimated production is about 500,000 M T. However, despite the growing production area for sunflower, year after year yields have remained relatively low over the same period about 0.8 tons per hectare.

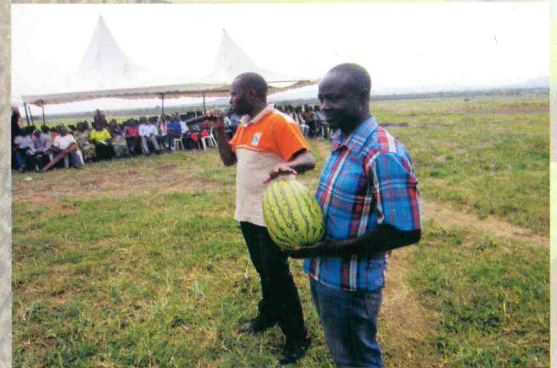
There is a need for increasing productivity and production. The problem of low sunflower production can be attributed to low and or non-adoption of high yielding seed varieties and good agronomic practices under sunflower cultivation.

**Easeed** has two outstanding hybrids, EASF 1H & EASF 2H released in Uganda in the year 2012, which have shown exemplary performance in the sunflower growing zones. The sunflower millers have specifically preferred the two due to the high oil content as shown in the table below:

HYBRID	QUALITY ATTRIBUTES
EASF 1H	Maturity: 90-95 days Oil content: 41% Yield: 1.0 - 1.5 tons/ha
EASF 2H	Maturity: 90-92 days Oil content: 40 - 42% Yield: 1.7 - 2.5 tons/ha



**Easeed Stockist training in Masaka**



**Easeed Uganda displays Watermelon Sukari F1 during Drei Asili Farmers day**



**Easeed display stand during Jinja Agricultural show in 2015**



**Easeed showcasing hanging basket garden technology for urban farmers**

# Easeed - Tanzania

## Tomato Hybrid growing in Tanzania



Farmer Displays his bumper harvest of Easeed Tomato Hybrid

In the last quarter of the year 2015 **Easeed Tanzania** embarked on the promotion of its hybrids in various regions of Tanzania namely Western, Northern, Central and Southern Tanzania. We are committed to ensuring that farmers access new technologies that meet emerging needs such as climate change, diminishing land sizes, growing populations and changing eating habits.

As an example, the first field demonstration in **Nzega** was very successful. Many farmers were very impressed by the two varieties of Tomato **Nuru F1** and Tomato **Bingwa F1**.

Mr. **Daudi** who was issued with 100seeds sample for the two varieties wished he had done a big acreage because he is getting very high returns. He is able to harvest tomatoes worth Tsh. 100,000/= weekly from **Tomato Bingwa F1** which he started harvesting in October 2015 up to date.

He had this message to all tomato growers in the country "I advise all farmers to use the right seeds, fertilizers, chemicals and agricultural new technologies offered by **Easeed**"

If we are ready to meet the challenge of feeding the growing populations from small farm holdings, then we have to use high quality and high yielding seeds. To those farmers who want to make money in tomato farming, your best choice is **Tomato Bingwa F1** (determinate) and **Tomato Nuru F1** (indeterminate).

We now have various varieties of high performing hybrid seeds in various crop segments namely Cabbages, Tomatoes, Onions as well as maize. We advise farmers to visit their nearest agro dealer shops and buy any of our products or contact us directly by visiting, telephone or email.



Cabbage Baraka F1



Watermelon Sukari F1

### AGRISCOPE in Tanzania

After consistent hard work in the coffee sector in Southern and Western Tanzania, **AGRISCOPE Tanzania** can proudly say it has made a breakthrough in the small scale to the big scale farmers in both areas. This success has been achieved through a series of professional training that lasted for more than six months mainly targeting local farmers, cooperatives and export markets of **Burundi, Rwanda and Eastern Congo**.

In the southern area we started with **Mbinga** targeting small farmers, cooperatives and export market mainly **MALAWI and EASTERN ZAMBIA**.

At the moment we are fronting **ASCONIL**. Asconil is a fungicide for effective control of coffee berry disease. The product has worked very well in coffee growing areas of **Kigoma**.

We are also advising farmers to use **ASCORIS**. Ascoris is a very superior broad spectrum insecticide for the control of wide range of insects in vegetable crops, cereals and plantation crops.

**ROMACO Coffee Cooperative Society**, one of biggest coffee cooperatives in western Tanzania has accepted the two products and thanked Agriscope on behalf of Western Tanzania Coffee Growers Association in providing the two products in the region.

**MAGUU Coffee Cooperative Society** located in Southern Tanzania is our second cooperative to have expressed their gratitude towards the support that **Agriscope** is offering for their farming activities in the area. Same sentiments were expressed by Mr. Joachim Kapinga in Maguu, the best Coffee Farmer in the region.



On January 22nd **Easeed** was honored to have received a group of 18 agro dealers from Lindi and Mtwara region of Eastern Tanzania courtesy of **AGA KHAN FOUNDATION** in **Easeed** main office in Arusha.

# Easeed - Events



Longest serving **Easeed** Employee Mr. Ronald (center photo) is feted during a colorful Christmas Party by MD, Mr. Jitu Shah which was held at Thika farm.



Students (Left ) & farmers (right) inspect **Easeed** products during a product awareness campaign.



**Easeed** agronomists train farmers in Mt. Elgon region

Farmers training in Mt. Kenya region: During the event **Easeed** was crowned as the most popular seed company in the region.



**Easeed** Sponsored 2015 Oshwal Golf tournament at Limuru Golf Club

**Easeed** stockists are presented with dust coats in the on going dust coat program.



## 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



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