



# East African Seed Co. Ltd.

## Africa's Best



### MD's MESSAGE

Greetings,

On behalf of **EASEED** team and myself, I take this opportunity to thank everyone who graced our annual Top Customers Meet which was held in March this year and made it a success. I wish to congratulate all the winners who scooped various prizes during the event.

I thank all our farmers and distributors across the region for your spirited efforts in successful food production despite unexpected challenges facing agricultural activities in recent times. Our farmer's resilience in food production amidst harsh agricultural environment has strengthened **EASEED** efforts in providing high quality and innovative agricultural inputs including seeds, agro-chemicals and farm tools.

A new threat to crop production, Fall Army Worm, has caused havoc in maize production. From South Africa to East Africa regions, Fall Army Worm has presented a challenge that requires every stakeholder to pull together and confront the risk to food security. At **EASEED**, we have positioned recommended agrochemicals to control the Fall Army Worm which are; Swift (lambda cyhalothrin) and Alphascopie (Alphacypermethrin).



In response to climate change, we have developed two early maturing hybrid seed maize varieties positioned in respective agro ecological zones. They include **Maize Hodari MH501** and **Tosheka MH401**. We are confident that these two maize varieties will perform exemplary well in respective growing zones and help farmers harvest more than traditional varieties. Soon we will introduce **Maize Taji** which will give our farmers more choice and better returns.

Our product development agenda is robust driven by consumer trends. In this regard, we have introduced **Onion Red Sanga F1** which is an early maturing variety with a medium size bulb, globe shaped and deep red in colour. We continue leading in offering high quality hybrid watermelon seeds with our flagship **Watermelon Sukari F1**. Recently, we introduced in the market **Watermelon Kazuri F1**; an icebox watermelon which has high sweetness, early maturing and an average weight of 3-4 kgs.

In our efforts in ensuring delivery of innovative farming solutions, **Syova Zambia** has successfully partnered with agro input suppliers in Zambia in serving the Southern Africa markets by delivering our innovation, value and progress.

I encourage you to read through this 32nd Edition of our Newsletter and get more information from our regional offices, and share your views on [customer@easeed.com](mailto:customer@easeed.com).

**Jitu Shah**  
Managing Director



### In This Issue:

MD's Message

**EASEED** - New Products

**EASEED** - Tanzania

**EASEED** - Uganda

**Agriscopie** - Tanzania

**Syova** - Zambia

**EASEED** - Events

*Quality seeds for the next generation with **EASEED***



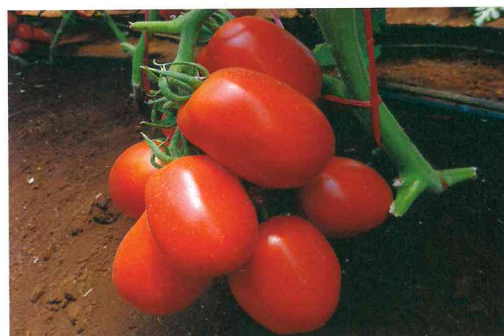
# EASEED

## NEW PRODUCTS



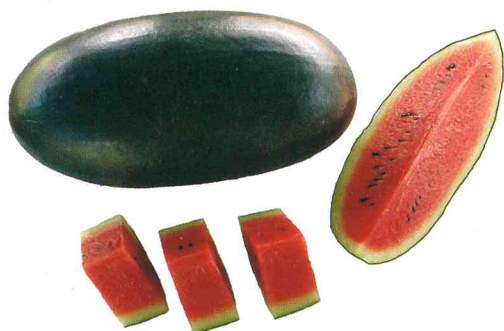
### Onion – Red Sanga F1

- Mid early short day variety.
- Matures in 90 days after transplanting .
- It produces uniform medium – big size, globe shape, deep red bulbs .
- Thin neck, good curing ability .
- Good pungent and long storage ability 4 – 6 months .
- High disease tolerance to Downy mildew, purple blotch and pink root diseases.
- High yield potential: 25-30 tons/acre .



### Tomato – Segar F1

- Indeterminate type hybrid suitable for both open and greenhouse cultivation.
- Start harvesting from 75 days after transplanting.
- Fruits are uniform oblong in shape, medium to big size fruits (120-150 g).
- Average number of fruits per cluster: 7-8 fruits.
- Very good fruit firmness for long distance market, long shelf life over 21 days.
- Tolerant to blights and TYLCV and grey leaf spot.
- Yield potential of 70-80 tons per acre under good agronomic practices.



### Watermelon – Kazuri F1

- A high yielding early maturing hybrid (60 - 65 days) from sowing.
- Dark green medium sized fruits.
- Fruits are oval - oblong in shape.
- Average fruit weight is about 3 kg (up to 4 kg).
- The flesh is deep red, very crispy and firm.
- Very high Sweetness (TSS): 14 %.
- Excellent transport ability and keeping qualities (Long shelf life).



### Tomato – Mwanga F1

- High yielding determinate type variety for bush and staked production.
- Medium early maturing 70-75 days after transplanting.
- Medium to big size uniform fruits.
- Fruits are deep red oval to oblong in shape.
- Very good fruit firmness suitable for long distance transport.
- Very good shelf life up to 3 weeks.
- Yield potential over 35 tons per acre under good agronomic practices.



### Onion – Red Queen F1

- Medium early maturing hybrid (90-100 days).
- Globe shape bulbs.
- Attractive brilliant red colour skin.
- Very compact thin neck, easy to cure bulbs.
- Stores up to 4-5 months.
- Easy to sell medium sized bulbs.
- Yield potential: 20-25 tons/acre.



# EASEED

## TANZANIA

**EASEED** Tanzania had a lot of interactions with senior government officers ranging from the Minister of Agriculture to the field officers at the farmers level. The objective is to combine efforts in public private partnerships to transfer technologies to farmers.

In May **EASEED** was the only seed company selected to attend a workshop for all the agriculture stakeholders meeting and was recognized as the only company that provided better seeds and outstanding agronomy practices to all the farmers. In this workshop **EASEED** was given an opportunity of conducting over 237 demos for the indigenous vegetables in LINDI and MTWARA. This will benefit the local community in the area in terms of knowledge, business and food production.

**EASEED** attended TANZANIA SEED INDUSTRY DEVELOPMENT WORKSHOP on 14th June which was attended by the Hon. Minister of Agriculture Mr. Charles Tizeba as the guest of honor, who informed all on how the government was keen in solving problems farmers and seed sector stakeholders are facing in the country. He stressed the need for dialogue when cases of misunderstanding arise.

" **EASEED** had superior seeds compared to other companies – Squash Butternut, Chinese Cabbage and Beet Detroit Dark Red", Said Mr. Sharrif a chief agronomist of the Tanzania prisons department based in Moshi prisons.



**EASEED** visit of our distributor in Western Tanzania Mr.LAIZER the owner of MATUYANI AGROVET.



**EASEED** staff follow proceedings of a workshop organized by TASTA.



One of our maize VILLAGE BASED AGRO DEALER KH 500 43A demo in Kwimba in Western Tanzania.



A group photo of the attendants of TASTA workshop in Mt Meru Hotel.



Tomato Bingwa F1 in Northern Tanzania demos.



Young farmers enjoying the sweetness of Watermelon Sukari F1.

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# EASEED

## UGANDA

### AGRISCOPE

Agriscope Africa Ltd presents PROFECRON as a solution for the Fall Army Worm to farmers growing Maize. PROFECRON was launched officially by various stake holders for control of the devastating Army Worms in Maize in April. PROFECRON has proved to be the best Insecticide for the pest and is being used by very many farmers including large scale commercial farms in Uganda. PROFECRON should be mixed well at a dose of 40mls in 20 Lts of water and sprayed direct in the maize funnel where the pest normally hides as it feeds on the young leaves.



**PROFECRON Product launch to farmers.**



**Maize affected by Fall Army Worm.**

### EASEED

Tomato Bawito F1 growing is on the rise in the country as farmers are looking for it because of the BWT attributes. Bawito F1 is thriving well in areas with BW incidence and farmers have got an answer to the problem that has been devastating their tomato fields. Through various farmer trainings in Bawito F1, we have seen a positive response and much appreciation from farmers.



The Farmer in Rwini Kabarole District in Mt. Rwenzori region appreciates the performance of Cabbage Fanaka F1. Fanaka F1 is a very good cabbage variety in the market today and matures and farmers all over the country are appreciating the quality of Fanaka F1. This was during the field visit to the region where farmers are using irrigation to grow horticultural crops.



EASEED has embarked on establishing partnership with NGO's in order to reach the farmer in different NGO's. Caritas Uganda is one of the NGO's we are working with in exhibitions and training of farmers in Crop Management and Plant protection. The photo beside shows the Luwero Diocese clergy gracing the Exhibition which was held on 22nd – 30th July 2017 in an Annual Caritas Agricultural Exhibition Entitled "Lemerako Agricultural Show" Luwero where hundreds of farmers turned up for acquiring new technologies being exhibited by various exhibitors. EASEED & Agriscope were the only Agri-input-solution providers. This gives us a good millage as we use every opportunity to make sure that farmers are exposed to quality products supplied by us.



Maize Ahadi WE1101 is performing very well in Uganda especially in areas prone to drought. Farmers above were attending the field day held on Thursday June 8, 2017 in Amagoro village Eastern division Tororo district. Farmers appreciated the tolerance of Ahadi towards drought as it out performed the other Maize varieties which were planted as check. All farmers are encouraged to plant Ahadi in order to escape the drought cases occasionally experienced in most areas of Uganda and other neighboring countries.

Farmers now have a solution for drought and assurance for food security along with Income generation and the answer is Maize AHADI.



*Quality seeds for the next generation with* **EASEED**



## TANZANIA FOCUS

It was a very exiting period for Agriscope Africa in Tanzania in this period where we were given the task of controlling Fall Army Worm in maize in all the major maize growing regions. We provided a long lasting solution for this devastating pest. Lambdascope and Profecron provided the magical combatant combination and therefore we can proudly say we are number one solution provider in controlling Fall Army Worm in Tanzania.

At the same time Agriscope had an opportunity of teaming up with QUALITY FOOD PRODUCT Company in Western Tanzania to make sure that they attain quality and right quantity of its dry beans for export through our excellent products. We advised the farmers to use the spraying program below for beans and green grams.

### GROWING GREEN GRAMS THE AGRISCOPE WAY

NUTRITION		
STAGE	REQUIREMENT	PURPOSE
SOWING	NP/DAP/MANURE	EARLY START
STARTER / JUVENILE	STARTER FOLIAR/VEGIMAX	FASTER SHOOTING AND ROOTING DEVELOPMENT OF THE FOLIAGE
VEGETATIVE	VEGETATIVE / VEGIMAX	PROPER FLOWER ONSET
FLOWERING	FLOWER AND FRUIT / VEGIMAX	PROPER SETTING OF GRAINS
POD FORMATION	FLOWER AND FRUIT / VEGIMAX	

DISEASES		
STAGE	CHEMICALS	PURPOSE
SOWING	EUREKA 72 W	CONTROL ROOT ROT AND BLIGHT
STARTER / JUVENILE	ASCONIL 720 SC	CONTROL ANTHRACNOSE
VEGETATIVE	TWIST 25 EW	CONTROL LEAF SPOT AND RUST
FLOWERING	TWIST 25 EW	CONTROL MOLD AND POWDERLY MILDEW
POD FORMATION	TWIST 25 EW	CONTROL ANTHRACNOSE AND BLIGHT

PEST		
STAGE	CHEMICALS	PURPOSE
SOWING	ASCORIS 48 EC	CONTROL SOIL PE
STARTER / JUVENILE	LAMBDA SCOPE 5 EC	CONTROL CUTTING PESTS
VEGETATIVE	LAMBDA SCOPE 5 E	CONTROL CUTTING AND SUCKING PESTS
FLOWERING	LAMBDA SCOPE 5 EC	CONTROL CUTTING PESTS
POD FORMATION	ASCORIS 48 EC	CONTROL PODBORE

### GROWING BEANS THE AGRISCOPE WAY

NUTRITION		
STAGE	REQUIREMENT	PURPOSE
SOWING	NP/DAP/MANURE	EARLY START
STARTER / JUVENILE	STARTER FOLIAR/VEGIMAX	FASTER SHOOTING AND ROOTING DEVELOPMENT OF THE FOLIAGE
VEGETATIVE	VEGETATIVE / VEGIMAX	PROPER FLOWER ONSET
FLOWERING	FLOWER AND FRUIT / VEGIMAX	PROPER SETTING OF GRAINS
POD FORMATION	FLOWER AND FRUIT / VEGIMAX	

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POD FORMATION	TWIST 25 EW	CONTROL ANTHRACNOSE AND BLIGHT

INSECT / PEST		
STAGE	REQUIREMENT	PURPOSE
SOWING	ASCORIS 48 EC	CONTROL SOIL PESTS
STARTER / JUVENILE	LAMBDA SCOPE 5 EC	CONTROL CUTTING PESTS
VEGETATIVE	LAMBDA SCOPE 5 EC	CONTROL CUTTING AND SUCKING PESTS
FLOWERING	LAMBDA SCOPE 5 EC	CONTROL CUTTING PESTS
POD FORMATION	ASCORIS 48 EC	CONTROL PODBORERS

This training covering 7 Districts made over 600 big farmers smile all the way to the banks and changed the livelihoods of over 1200 villages in this region.



One of the village base agro dealers training in Kwimba in Western Tanzania.



A bean farm in Miwaleni in Moshi District in Northern Tanzania.



# ZAMBIA



**Carrot Harvesting at Meanwood, Lusaka, Zambia.**



**Tomato NURU F1 demo plot at Greenfield, Zambia.**



**Onion Superex ready for harvesting in Lusaka, Zambia.**



**Street Vendors display live produce for sale near city market. Lusaka, Zambia**

## EASEED EVENTS

### TOP CUSTOMERS MEET 2017



**Customers trained in EASEED New Products.**



**Farmer training on Nursery Establishment for Onion Red Sanga F1.**



**Dr. Ndegwa of Kaphepharm Pharmacy and Mrs Karanja of Farmers Price Centre, receiving Top Customers Prize Certificate.**



**EASEED Managing Director Mr. Jitu Shah (Right) launching the new Seed Packaging Tins.**

### WAMBUGU EVENT 2017



**Onion Red Sanga F1 Training during the field-day.**



**EASEED Staff training Farmers during field-day on Agrochemical Products from Agriscopex.**



**Maize Tosheka (MH401) at Wambugu ATC Farm, Nyeri County, Kenya.**



**EASEED Staff training farmers during field-day on Maize Hodari (MH501)**



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