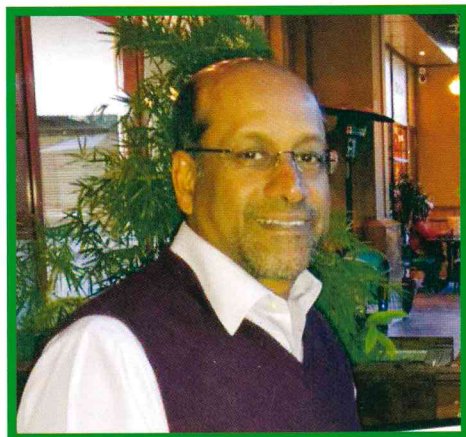




East African Seed Co. Ltd.

Africa's Best



Greetings!!!

Welcome to the 34th edition of our newsletter, an opportunity where we share highlights influencing agriculture sector in Africa as well as underlining **EASEED** events and latest seed and agrochemical technologies.

While significant attention in agriculture technologies is focused on increasing food production, less attention has been directed towards reducing produce loss and waste. It is reported that about 33% of food produced in Africa is lost or wasted, largely during harvesting, transportation and storage.

Based on this, experts now agree that reducing food losses therefore offers a crucial conduit of enhancing food security, alleviating poverty and improving nutrition.

Some post-harvest effects especially aflatoxins (a toxic substance caused by *Aspergillus flavus* fungus) have been proved to be carcinogenic and cause deaths, hence immediate and innovative intervention in minimising

post-harvest damages and losses is paramount.

Our contribution at **EASEED** in reducing post-harvest losses is introduction and development of premium seeds whose crop harvests have longer shelf life and excellent physiological characteristics that improves post-harvest life, hence reducing food loss and food waste. For instance, our **Tomato Safa F1** (a bacterial wilt tolerant) variety has great fruit firmness suitable for good transportation and a shelf life of over 2 weeks.

Our **Cabbage Globemaster F1** has excellent field holding capacity hence reducing "head" bursts and in turn reducing cabbage rots while in the field waiting for harvesting. To minimise ear-rots in grain maize, consequently reducing effects of aflatoxins, our **Maize Hodari** (MH501) has drooping characteristics when mature.

Onion Red Sanga F1 bulbs has excellent curing capability enabling the onion bulb to cure faster after harvesting and quick access to the market enabling the farmer fetch higher prices.

In orchards and especially mangoes, farmers lose their mango fruits due to damages caused by fruit fly. In addition, melon fly affects the quality of watermelon fruits leading to loss of income to farmers. To mitigate loss of mango fruits and watermelon fruits, we have offered **Magic (Malathion)** which is distributed by **Agriscopes Africa Ltd.** as a solution to control fruit fly and melon fly.

Mazao Fruit and Flower (a foliar NPK fertilizer), provides your flowering and fruiting crops with essential nutrients that enhances good fruit formation and firmness, important to enhance shelf life of your crop harvests, while **Vegimax** (organic foliar fertilizer) and **Rapigro** (organic basal fertilizer) provides your crops with important nutrients that contributes in boosting crops immune system hence minimising crop damage by pests and diseases leading to reduced crop loss.

According to FAO, postharvest losses reduce the income of the Africa's farmers and value chain actors that depend on farmers by about 15 per cent.

With focused concerted efforts from every stakeholder in agriculture sector, post-harvest losses can be reduced and ultimately contribute to Africa's food security.

Jitu Shah
Managing Director

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

EASEED

NEW PRODUCTS



Tomato - BWT Safa F1

(High Yielding tomato with Bacterial Wilt Tolerance)

- Vigorous Semi determinate type hybrid for open field production.
- Fruits are blocky oval/Square in shape
- Deep red, medium sized fruits
- Good fruit firmness and long shelf life
- Highly tolerant to BW, TYLCV, Verticillium & ToMV, Prolific bearer (heavy feeder) suitable for prolonged harvesting
- Has good tolerance to heat & also it can withstand heavy rainy conditions.



Coriander - Green Aroma

(High Yielding, multicut type with excellent Aroma)

- Plants are very vigorous and fast growing, with large leaves and thick stem.
- The leaves are very attractive dark green, large, shiny and have good aroma.
- Ready for harvesting in 35-40 days after sowing, suitable for multiple cuts.
- It is a slow bolting variety with heat tolerance.
- Has excellent yield potential and can be grown during dry & rainy seasons.
- Suitable for local/fresh market and can be transported well over long distance.



Tomato - Mwangaza F1

(High Yielding, determinate type hybrid with good fruit size and firmness)

- High yielding determinate type variety for bush and staked production
- Medium to big sized uniform fruits
- Fruits are deep red, oval to oblong in shape
- Good fruit firmness suitable for long distance transport
- Shelf life of upto 3 weeks
- Tolerant to TYLCV and blights
- Yield potential 30-35 tons per acre under good agronomic practices



Onion - Beta F1

(Early maturing, high Yielding and medium sized bulbs)

- Early maturing (80-90 days) short day variety
- High yielding, uniform and firm bulbs
- Bulb shape: Full round to globe
- Attractive deep pink red, medium sized bulbs
- Excellent curing & storage ability
- Tolerant to purple blotch and downy mildews
- Yield potential up to 22 tons/acre



Tomato - BWT Supasta F1

(High yielding vigorous, Semi determinate type hybrid with multiple disease tolerances)

- Fruits are blocky oval / Square in shape
- Deep red, medium sized fruits (90 -110 gm)
- Excellent fruit firmness, suitable for long distance markets
- Good shelf life of up to 3 weeks
- Heavy feeder for prolonged harvesting
- High disease tolerance to Bacterial wilt, TYLCV & major foliar diseases of tomato
- Yield potential: up to 35 MT under good agronomic practices

Micronutrient Rich Beans

Angaza (KMR 11) - Is a sugar bean

Determinate plant with an average height of 35-40cm. Matures in 80-84 days, yield 8-12 bags per acre. Seeds are speckled sugar, medium size and kidney shaped. Contains high content of iron, zinc protein, calcium and fibre.



Faida (KMR 13):

A semi-climber (has tendrils) plant with an average height of 35-40cm. Matures in 84-85 days. Seeds are large and kidney shaped. Contains high content of iron, zinc protein, calcium, important vitamins and fibre.



EASEED

TANZANIA HIGHLIGHTS

In Tanzania, the youth are perceived as the leaders of tomorrow, actors of change and progress. Being crucial in the segment of Tanzania's development their contribution is therefore highly needed. We are engaging the youths in our field programmes to tap this potential and help contribute positively to Tanzania's economy.

THE ROLE OF WOMEN IN TANZANIA

In ancient Tanzania women were perceived as children raisers, cooks and firewood collectors. With time we have seen these roles change to business, and property owners. The society has engaged women to be part of economic growth in the country by ensuring they participate in office and business ventures including professional jobs, input suppliers, farming and general traders.

Through our seed maize, beans, vegetables and fruits seeds, rural and urban societies, have built solid income generating enterprises. The main focus this year will be promotion of nutrient rich beans in partnership with CIAT in primary schools in the whole of Tanzania.

Key products focus in Tanzania

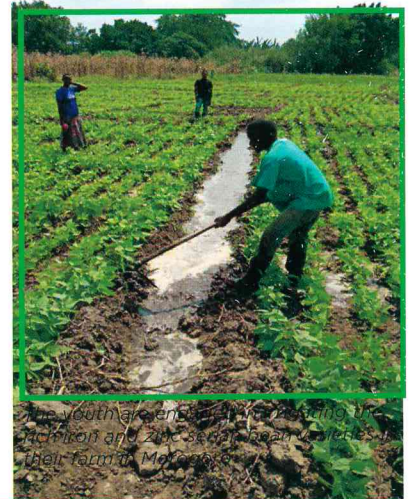
- Watermelon - Sukari F1
- Onion - Red Queen F1
- Onion - Red Sanga F1
- Tomato - Bawito F1
- Tomato - Safa F1
- Tomato - Segar F1
- Tomato - Mwangaza F1
- Cabbage - Baraka F1
- Cabbage - Fanaka F1
- Pepper - Big Bell



"It starts with selecting the very best hybrids in the market and especially from EASEED for profits in the farm". These words were said by Mr. Mbazi Harrison Kimweri who was very impressed with the performance of Tomato Bawito F1 and Segar F1 (Inset).



Our agronomist doing door to door campaigns in the slums. He is introducing the money making Pepper Big Bell.



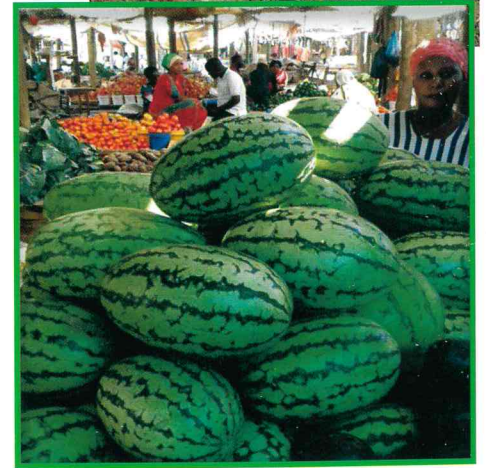
The youth are engaged in planting the nutrition and zinc seed bean varieties in their farms in Morogoro.



Farming interest starts from childhood. This toddler can easily identify **Maize KH 500 43A** cobs from other varieties.



Easeed products in a local market in Morogoro. It's all about 'Africa's best'.



Watermelon Sukari F1 fruits display in Morogoro market. Women are making very good returns in this business. We believe in empowering women.

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

EASEED

UGANDA HIGHLIGHTS



Figure 1: our new company premises with offices and factory is conveniently located along Bombo road and easily accessible to our customers
Figure 2: the launch of the new seed processing plant in Kawempe, Uganda, Figure 3: DR Congo customer signing a business contract at the EASEED Uganda office.



Figure 4: The General Manager in a stockist shop in Luwero District. Figure 5: farmers training on nursery management at the Pecyu demo site in Gayaza.
Figure 6: Address by the General Manager during the farmers field day for Mwangaza F1 at Katosi in Mukono district.



Figure 7: EASEED (U) LTD is committed to giving farmers high quality and good performing variety of Sunflower (EASF 2H). General Manager EASEED (U) LTD displaying it while at Kihonda demo site in Masindi. Figure 8: EASEED team attending to customers during the exhibition at Kihonda demo site.
Figure 9: product display and farmers being trained by the field agronomist during the field day in Mukono district.



Figure 10: We provide high yielding Tomato varieties as shown in this demo garden at Jinja showground. Figure 11: A group photo with Kasese farmers after a field training by our field agronomist. Figure 12. Great Masaka region farmers witnessing the performance of Maize KH500-43A in Kalungu District.

HIGHLIGHTS

AGRONOMY CORNER



DID YOU KNOW?

1. There are thousands of species of thrips, some which feed on a particular crop, while others have a wide range of host plants.
2. Thrips are not good fliers, and are easily carried by wind from one location to another and are also found very high in the atmosphere.
3. They suck a lot of plant sap and are responsible for transmitting some fungal and viral diseases.
4. They have a soft spot for flowers and young fruits, but virtually feed on all tender parts of the plants.

You can effectively control thrip damage using Concord 20SL from Agriscope Kenya Ltd.



DID YOU KNOW?

1. Powdery mildew is one of the most widespread and easily recognized plant disease.
2. It is characterized by spots or patches of white to grayish powder like growth
3. It is severe in warm and dry climate and is easily spread by air.
4. That plant roguing goes a long way in controlling this disease

You can easily control powdery mildew using Topaz 25EW from Agriscope Kenya Ltd.



Agriscope treated demonstration plots



Agriscope products on display at a farmers training in Nyanza



Healthy cabbage crop free from Diamond Backmoth and Aphids controlled using Magic.

ZAMBIA

HERBICIDE	INSECTICIDE	FUNGICIDE
<p>ASCOSATE 480 SL (Glyphosate 360g/ltr) A non systemic herbicide for the control of grasses, broad leaved weeds including couch grasses & kikuyu grass.</p> <p>ASCOMINE 2-4D (2-4D Amine 720 g/ltr) Post emergence selective systemic herbicide for the control of broad leaves in Wheat, sugarcane & Pastures.</p>	<p>LAMDASCOPE 5 EC (Lambdacyhalothrin 50 gm/ltr) Abroad spectrum insecticide to control if insect pest for all types of vegetables, cotton, Maize)</p> <p>PROFECRON 720 EC (Profenophos 720g/ltr) A broad spectrum non-sytemic insecticide having quick knock down effect to control aphids, mites and other sucking pests on vegetables, cotton, pulses, tobacco and in other crops.</p>	<p>ASCOZEB 80 WP (Mancozeb 800gm/kg) A broad spectrum fungicide for the control of fungal diseases on vegetables, potatoes, fruits and ornamentals.</p> <p>EUREKA 75 WP (Carbendazim 120g / kg + Mancozeb 630gm/kg) A systemic and contact foliar fungicide for the control of foliar and root diseases of potatoes, tomatoes & downy mildew of ornamental crops.</p>



AgriScope 16ltr sprayer is your best partner in crop spray applications.

Lusaka Agricultural show August 2018



**Syova new shop location,
Shop no. 15 off Katanga Road**



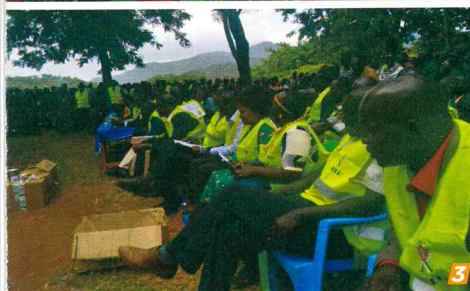
EASEED EVENTS



1. **EASEED demonstration site at Wambugu Farm.**

2. **EASEED Staff visiting Mr. Murimi (Left) at his plant raising nursery farm in Meru, Kenya. The farmer sells Cabbage Zawadi F1 seedlings to farmers in the region.**

3. **West Pokot County Government officials during the launch of West Pokot County Empowerment program. Over 2,000 onion farmers received Onion Early Red Max seeds issued by West Pokot County Government.**



4. **EASEED Staff training farmers on Maize Hodari MH501 at Wambugu Farm Nyeri.**

5. **EASEED Staff visiting NURU offices, a development NGO operating in Western Kenya.**



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