



Africa's Best

East African Seed Co. Ltd

NEWSLETTER

Vol. 4 Oct. 2002

MANAGING DIRECTOR'S DESK

I take this opportunity on behalf of **EASEED** team to thank all our customers and business partners for your continued support.

East African seed Co. continues to expand its services to all farmers in Africa through its vast distributors/stockist network.

We encourage all stockists/farmers to work hand in hand with **EASEED** to counter food insecurity in the region.

EASEED started the second half of year 2002 by introducing Pannar Maize varieties Pan 5243 Pan 67 and Pan 99 upon official release by the Ministry of Agriculture. These varieties are Superior compared to existing Maize varieties and we encourage farmers to take advantage of these to increase their production.

EASEED will be distributing the popular "HURST" international seed brand from Denmark, launched during the Nairobi International Trade Fair.

The entire East African Seed Co. team remains committed to service excellence to all our customers.

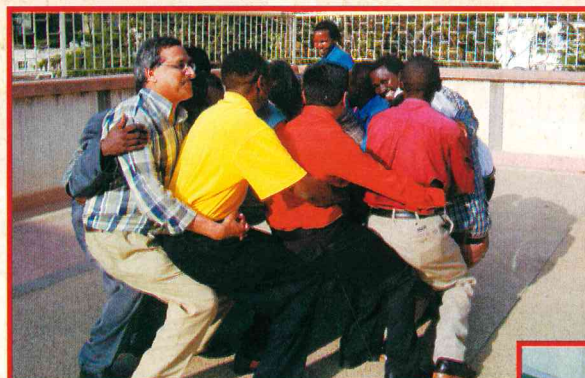
J.L. Shah
Managing Director

AGAIN . . . the best trade stand OCTOBER 2002



EASEED participated in the Nairobi International Trade Fair in October and for the second year running was declared the best trade stand (small). Our stand which was very meticulously laid out exhibited various new vegetable hybrids, among them F1 Hybrid Cabbage Madonna and Globe master. We also displayed the Jacto Spray Pumps and the New Pannar Maize varieties. Many people visited our stand and had contact with the Company's Agronomists and Products. Everybody was happy with the Company's improved service and quality of both the seeds and the packaging.

Achieving Service Excellence September 2002



"WORK AND NO PLAY" makes **EASEED** a dull team.

This seems to be the idea behind this exercise of team building.

The EASEED Team after a sales seminar held on 15th September 2002



"The NewLook" **EASEED** retail shop at Muindi Mbingu Street, Nairobi.

EASEED NOW IN CENTRAL AND THE HORN OF AFRICA



Banking on our success and many years of experience in the seed industry in East Africa, EASEED has now ventured into Central and the horn of Africa countries of Rwanda, Burundi, DRC Congo, Zambia, Ethiopia and Eritrea.

Already our popular seeds are being widely used in these countries, and we are streamlining dealerships and distribution systems in this region.

Business visits and meetings by the company's Managing Director to Rwanda, Burundi, Eritrea and Ethiopia in the last few months underscore the importance with which this market is being treated.

EASEED's success in Uganda and Tanzania, from where some of these countries will be served, has motivated us into this expansion.

AFSTA CONGRESS 2003 TO BE HELD IN KENYA



The National Organising Committee (NOC) on behalf of Seed Trade Association of Kenya (STAK) wishes to announce the 3rd Annual African Seed Trade Association (AFSTA) congress to be held at The Safari Park Hotel - Nairobi, starting 25th to 28th March, 2003.

AFSTA arose out of a need to have a regional representative body for the seed industry in Africa, which could also serve to promote the development of private seed enterprises.

A range of African and international stakeholders commenced discussions early in 1997. This developed into a preparatory meeting held in Malawi in April 1999 where an Ad Hoc working group was nominated.

The group developed a draft constitution, bylaws, and budgets, which were finalized at a meeting in Kenya in August 1999. AFSTA was formally established on March 20 - 21, 2000, during an inaugural congress in South Africa. Kenya was elected as host country for the Secretariat.



Letters to EASEED

We want to hear your questions and queries about us and how to get the most from your seeds.

Write to the Editor, P.O. Box 45125, GPO 00100 Nairobi
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