



Africa's Best

East African Seed Co. Ltd.

NEWSLETTER

Vol. 6 June 2004

New Head Office



MANAGING DIRECTOR'S DESK

I take this opportunity to thank our customers for the continued support of Africa's Best.

Year 2003 saw major changes in the Seed Industry due to the improved services and policies implemented by the Government.

We are all aware that agriculture is the real driving force in alleviating rural poverty, improving human quality of life and counteracting mass migration to urban centres in Africa and seed is the starting point in helping to unlock this force.

Our main emphasis is to revitalise domestic seed production of field crops and vegetable seeds which will benefit farmers across the East African region.

Our Initiative with KARI/CIMMYT in Kenya, NARO in Uganda and SARI in Tanzania to multiply and market superior varieties of Hybrid Maize will bear fruit in early 2005.

EASEED has moved its Head Office to Dakar Road, Industrial Area to fulfill its commitment in providing high quality seeds and agricultural inputs with responsive and friendly service to the farming community.

EASEED is now availing hybrid varieties for all crops and I encourage all farmers to use hybrids in farming to achieve profits at higher margin.

I thank all for the continued support to Africa's best.

Jitu L. Shah
Managing Director

**CUSTOMERS MEET 2004
BOULEVARD HOTEL**

Easeed organised a customers meet on 21st February, 2004 which was a huge success. Stockists and Farmers from all over Kenya got priviledge to exchange ideas. Honoured Guests to preside over the meet were Ms. Gladys Maina of KEPHIS, Dr. Ragwa of KARI and Dr. Sidhu of ICIPE.



First Prize winner:

K. K. Chiuri representative giving a vote of thanks on behalf of the distributors.



Distributors during the Top Distributor Prize Award dinner.

HYBRID MAIZE

FOR EAST AFRICAN MARKET BY 2005



After successfully undertaking certified maize seed marketing in the region and maize production in Tanzania, EASEED has this year started an ambitious hybrid maize production program in Kenya and Uganda. In Kenya, EASEED is working in collaboration with KARI breeders and researchers, and have now embarked on the first phase of hybrid maize seed production program.

Already, both the male and female parents of the medium-high altitude, KH500-21A (MUGUGA I) are ready, while breeder seed of KH600-15A parents is under production. We target to have the certified seed ready before the next long rains planting season early next year. In order to give farmers an even wider choice of planting seed, we will try to have a third hybrid maize variety suitable for the high altitude. All the three varieties are high yielding and capable of producing 30 bags(90kg) and above per acre in their recommended agro zones, and have all been bred in Kenya by KARI scientists.

KH500-21A (MUGUGA I) is resistant/tolerant to maize streak virus and head smut. It is also early maturing (flowers in 71-75 days), has good husk cover, large cobs, and tightly packed grains. It is a varietal cross bred at KARI-MUGUGA, and tested in years 2000 & 2001 in the national performance trials (NPT). It has also been extensively tested in western Kenya and is recommended for planting in Nakuru, Bungoma, Nyamira, and Kisii (central), Butere-Mumias, Kakamega, Vihiga, Teso, Kiambu, Nyeri, Kirinyaga and Meru areas.

More varieties are in the pipeline, and we hope to have all the phases of the maize development program fully implemented within the next five years. In Uganda, EASEED in association with NARO breeders is in the process of producing Longe-8H hybrid maize, which is flint and tolerant to drought, and an open pollinated variety Longe-5 which is a widely grown variety there.

NEW HYBRIDS

Hurst

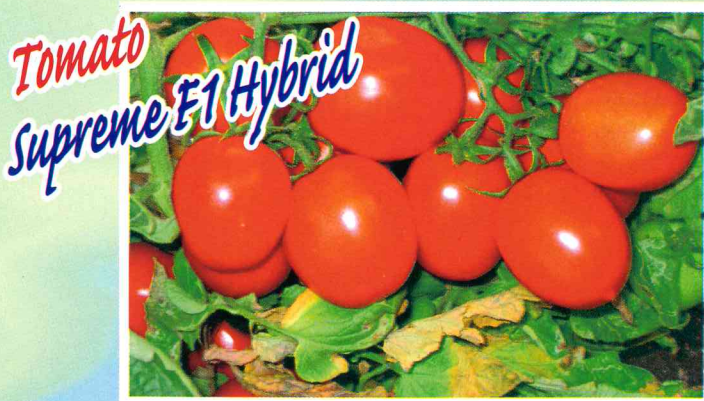
Fast for seeds

Danish Hurst has introduced two new F1 hybrid varieties, Cabbage SuperMaster and Tomato Supreme to meet the challenges of diseases in the region. There is an overwhelming response for the EASEED-HURST promotion, especially the Super Master Cabbage.

All sizes will be available soon in the market.



- ◆ High resistance to Black Rot
- ◆ Very good variety giving high quality heads of 4 to 5 kilos.
- ◆ Excellent field holding capacity and can stand in the field for a long time without bursting.
- ◆ Waxy green colour leaves.



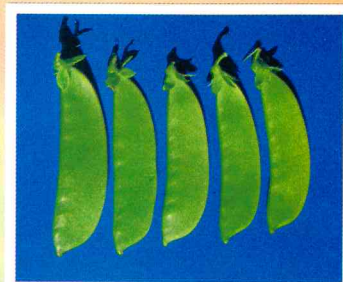
- ◆ Grown where Bacterial Wilt is the main problem for growing tomatoes.
- ◆ Early maturing variety thus brings better price in the market.
- ◆ Fruits of 80-90 grams with firm fruits giving a good shelf life.
- ◆ Determinate variety giving high yield of marketable tomatoes.
- ◆ Excellent bearer thus giving better profits.

OREGON GIANT SUGAR POD PEA

With its continued support of the African Farmers EASEED is launching a superior Pod Pea.

Characteristics of the Oregon Giant Sugar Pod Pea are as below:-

Maturity: Late
Colour : Medium Green
First fertile Node: 15 – 16
Vine Length : 74cm
Pod Length : 95 – 100 mm
Peas per Pod : 6 – 8
Pods per plant : 10



Pods per node: Doubles
Pea Size : large
Disease Resistance : Resistant to Powdery Mildew, Enation mosaic and Red Clover vein mosaic virus.

Used as fresh market peas at the flat pod stage. The pods are widely used in salads or traditional Chinese cooking as snow peas.

VEGIMAX

The natural plant food supplement and bio-stimulant containing vitamins, amino acids and all trace elements.

Ideal for all plants.

Vegimax is an organic plant food supplement that improves the quality, yield and appearance of all plants from flowers and trees to fruits and vegetables.

How it works.

- Vegimax improves soil porosity hence high permeability.
- It increases the level of food absorbency
- It increases the number of micro-organisms in the soil
- It also increases nitrogen and mineral levels in the soil
- Vegimax increase micro-nutrients in the soil, improves photosynthesis, respiration, growth and reproduction of all plants.
- Increases flower formation and reduces fruit and flower abortion.

MAIN FEATURES OF VEGIMAX.

Easy to apply

Vegimax can be applied as a foliar spray, watering through wetting or through drip irrigation.

Cost effective

Vegimax is made in a highly concentrated form, reducing transportation costs without reducing effectiveness. It's used in very low doses i.e. 0.25Litres/ha or 5ml in 20Litres of water.

Immediate results

Vegimax begins working the moment it's applied as the needed micronutrients are absorbed through the plants' leaves, stem and roots.

Note

Vegimax is compatible with most insecticides, herbicides and fungicides. However compatibility trials should be done before large scale use. With continued use of Vegimax, chemical use will be reduced as it helps plants become healthy and strong naturally.

It's so natural, so safe.

Use Vegimax for improved soil texture and higher yield always.

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EASEED RECOGNIZES ITS LOYAL STAFF

For the longest serving employees of EASEED its has been a great challenge since 1972, as they have witnessed EASEED grow from a small shop to a regional company with branches in Arusha, Tanzania and Kampala, Uganda.

The management and the entire staff wish to congratulate the team below for 25 years of service and making EASEED a world class company. Bravo !!!!



1972

Left to Right (Mrs. Ogolla, Mrs. Ocholla, Mr. Mukuli, Mr. L.V. Shah (Founder, Chairman EASEED), Mr. Pande and Mr. Gachui the first generation team.



2004

The first generation team with Mr. Jitu L. Shah.

INTERNATIONAL CO-OPERATION AND CONGRESSES



A Visit in Nov. 2003 to Tokyo, Japan with a representative of Takii, observing Cabbage Trials.



In Dec. 2003, Mr. T. Kakitsubo from TAKII, Japan visits EASEED's Top Distributor Mrs. Gladys Chiuri (K.K. Chiuri).



March 2004, AFSTA, Tunis, Tunisia with Mr. Raouf Ghariani (President-AFSTA).



May 2004, ISF, Berlin, Germany.



Customers can now contact us on:-

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Letters to EASEED

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