



EASEED



Africa's Best

East African Seed Co. Ltd.

NEWSLETTER

Vol. 7 JAN 2005

MANAGING DIRECTOR'S DESK

I would like take this opportunity to wish all our customers and well wishers a very happy and prosperous New Year 2005.

We all join in congratulating Prof. Wangari Maathai on her winning the Nobel peace prize for 2004, making every Kenyan proud. Her successful mission will further inspire us to provide high quality seeds and total farming solutions to the farmers across Africa. As she says "Today's tree is the seed which held its ground" We promise to continue to supply seeds which will certainly hold its ground and bring bountiful harvests to the farmers.

As you all know, 2004 was a sad year for the Easeed family as our Founder Chairman, Mr. L.V. Shah passed away on 13th August 2004. I wish to thank all for your moral support and sympathy during that trying period. We, at Easeed will strive to make his vision of a Kenya based world class seed company providing high quality seeds and agricultural input with responsive and friendly service to the farmers come true.

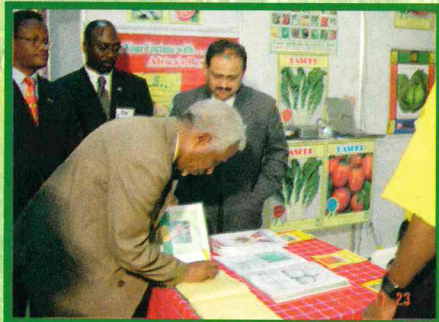
I thank all our customers for their continued support to the Africa's Best.

Jitu L. Shah
Managing Director

EASEED IN SUDAN



Mrs. Nima Shah with Mr. Mohan Kumar receiving the Overall Best Stand award from Mr. Peter Kuria for its stand at the KENYA IN SUDAN exhibition held at Friendship hall, Khartoum, Sudan in Nov. 2004.



DR. Adam Belouh, Minister of Animal Resources, Sudan signing the visitor's book at the EASEED stand.

NAKURU ASK SHOW - 2004



H.E. President Kibaki presenting EASEED sales agronomist the First Prize Trophy for the stand at the show.



EASEED plot at the show ground.

Farmer's page

Thank you EASEED for your good work, I have been using EA Seeds from last four years, truly you have not let me down.

Please advice me on how to take care of my plants from transplanting until they mature in the following areas: 1) Soil conditions 2) Common diseases and control measures.

Please take this serously because in future I am planning to plant them on large scale. Crops that i want you to talk about are: 1) Tomato (Money maker, Cal-J) 2) Cabbages (Gloria) 3) Onions (Red creole) 4) Carrots

Expecting from you

Thank you
Jeremiah munyoroku
Kitengela

To the Management,
East African Seed Co. Ltd.

First I greet you in the name of the Lord. I'm a regular farmer of your seeds and i congratulate you for your high quality seeds which your company produces mostly this new Gloria F1 Hybrid Cabbage, which is doing well in this place of ours (meru).

NB.
Your seeds germinate almost 95% which is so good compared to other seeds from other companies.

Please if possible i would like to wear a T-shirt from your company.

Thanks
Yours Faithfully
Frankline Mwenda Riri
P.O. Box 220
Nakuru

and there hoping to win a car or a bicycle this new year from the Promotion of yours.....

Dear Cabbage Gloria F1 Hybrid

First is much greetings and Happy New year 2005 and thank you EASEED. Since I have been a farmer for four years, I have seen good harvest of this Hybrid Cabbage Gloria F1.

For the last harvest the cabbage produced one cabbage (10 kg). mine is to thank you to go on producing many seeds. For you have equalised a big farmer and a small farmer for producing small sachet of 10 gms.

The germination of seed is good purity 90% - 99%. mine is keep-up, may God bless you.

Yours
Margaret K. gichuki
774 Nyeri



AgroChemical distribution

Agriscope (AFRICA) Ltd

Agriscope (Africa) Ltd. was started as an independent Agrochemical Co. by Mr. Ashok L. Shah in July 2003. In August 2004, it became a fully owned subsidiary of East African Seed Co. Ltd. conducting joint operations from our premises at Kijabe street, Nairobi.

Since its inception, the primary activity has been distribution of Agrochemicals and public health/hygiene products from all the major companies with sole agency for the distribution of the termicide Gladiator. In our strive to capture larger share of the market, we have started distribution of Mamba 1lt. (herbicide) and Dursban 1lt. (insecticide) under our own brand.

Due to expansion of Agrochemical Business in Kenya, Tanzania and Uganda, we have embarked on an aggressive marketing strategy to repack and formulate under our own brand for distribution in East Africa.



East African Seed Co. Ltd East African Seed Co. Ltd East African Seed Co. Ltd East African Seed Co. Ltd East African Seed Co. Ltd

Tribute to Mr. L. V. Shah 1923 - 2004

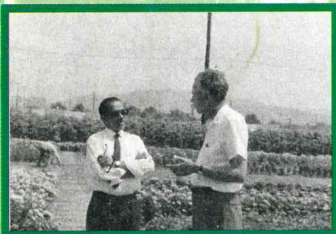
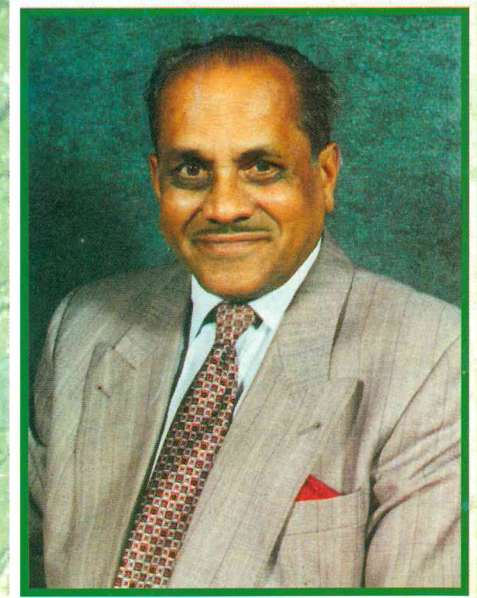
Founder & Chairman, EASEED

Late Mr. L.V. Shah was born in the town of Dabasang in the state of Gujarat in North West India in the year 1923. The eldest of a family of three brothers and four sisters, he came to Kenya at the young age of 15 seeking to explore "Greener Pastures".

His business acumen and simple lifestyle ensured a continuous growth for his ventures in Seed business, eventually leading to the establishment of **East African Seed Co. Ltd.** in the year 1972.

Under his able leadership EASEED has since grown into one of leading seed companies in Africa.

Lakhamshibhai, as he was known to friends, sadly passed away on 13th August, 2004. He has left us with a permanent reminder of his kindness and generosity and he will remain in our memory and hearts forever.



Customers can now contact us on:-

0722 - 207747

0734 - 333161

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

E-mail on info@easeed.com / sales@easeed.com

East African Seed Co. Ltd.

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