



Message from the Managing Director

As we step into the new year, we are addressing the growing challenge of chronic illnesses in an increasingly complex world and exploring innovative solutions to global problems. To feed and nourish a rapidly growing population, we must recognize the importance of integrating new technology that strengthens food production, builds healthier communities, enhances nutrition, and reduces poverty—ultimately improving the lives of farmers.

To achieve this, we need to shift farmers' mindsets and encourage greater engagement through digital platforms, fostering stronger communities where men, women, and future generations can collaborate efficiently toward innovation and sustainability.

At EASEED, we are committed to empowering farmers and the next generation with digital expertise, driving sustainable growth for a better future.

Jitu Shah
Managing Director



www.easeed.com

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Access to Seeds
Index

Ranked

No.1

**in Eastern &
Southern Africa**

2019/2020



Access to Seeds
Index

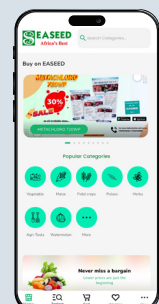
Ranked

No.2

**in Eastern &
Southern Africa**

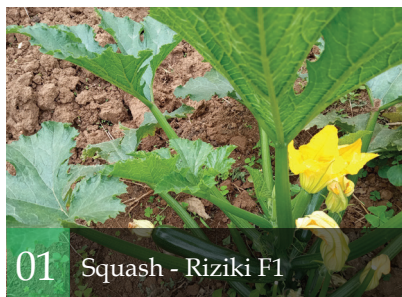
2021/2022

SCAN TO
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NEW PRODUCTS

NEW SEED PRODUCTS



01 Squash - Riziki F1

- Vigorous growing plant with high yield potential (8 tons per acre)
- Ready for harvesting in 40 - 45 days after planting
- Shape: Uniform cylindrical fruits
- Fruit length is about 15cm - 18 cm
- Excellent virus package contributes to a prolonged harvest period



02 Tomato - Faulu F1

- Strong vigorous plants for open field production, matures in 75 days
- Deep red, uniform medium sized fruits
- Excellent fruit firmness and long shelf life up to 3 weeks
- High resistance to bacterial wilt, TYLCV, blights



03 Cabbage - Kiwa F1

- Excellent ultra-early maturing hybrid with uniform medium to large heads suitable for all markets
- Early maturing 60 - 65 days after transplanting
- Excellent wrapper leaves and heat tolerance
- Round uniform heads with bluish green colour with superior quality
- Average head weight: 3 - 4 kg
- Good disease tolerance to fusarium yellows and ring spot



04 Onion Red Crown F1

- High yielding with excellent market qualities
- Early maturity of 75 - 85 days
- Deep red medium to large sized bulbs
- Has very thin neck - Excellent curing ability
- Yield potential: 23 tons per acre
- Excellent storage ability up to 5 months
- High disease tolerance to pink root, downy mildew and purple blotch diseases



05 Fodder Beet - Feldherr F1

- High yielding hybrid fodder beet with light orange bulb colour
- Dual purpose variety (Grazing and Lifting)
- Uniform bulb size and height
- Can be stored for up to 5 months
- Rapid growth rate under good conditions
- 90 - 100 % usage - zero waste
- Ideal for all dairy, beef, sheep and young livestock

NEW CROP PROTECTION PRODUCTS



NEW

SYOPRID 20WSP-Acetamiprid 200g/Kg

It is a systemic, broad-spectrum neonicotinoid insecticide, effective against various sucking and chewing pests.

- 1. Systemic & Contact Action** - Penetrates plant tissues to provide long-lasting control of pests hence reducing the frequency of applications.
- 2. Low Dosage, High Efficacy** - Effective even at low application rates, making it cost-efficient.



NEW

AGRIWIN 72WP-(Mancozeb 640g/Kg+ Metalaxyl 80g/Kg)

It is a broad-spectrum fungicide combination used to control various fungal diseases in crops.

Key Features:

- 1. Dual-Action Formula** - Combines Mancozeb, a multi-site contact fungicide, with Metalaxyl, a systemic fungicide, for enhanced disease control.
- 2. Rain fastness and Long-Lasting Protection** - Good resistance to washing off by rain after proper drying. Provides extended control due to its systemic and contact action.



NEW

Introducing our Crop protection innovations 2024: Jaguar 70WP for superior weed management in sugarcane, Maximus, the ultimate herbicide for sugarcane and maize, and Sibamectin for effective pest control. Empowering farmers with the best!



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01. A group photo of delegates visiting Agriscope authorised seed laboratory during the 1st International Quality control conference held in Kenya, August 2024.
02. MD Jitu Shah presenting a cheque to a top distributor for good performance.
03. MD Jitu Shah, the former President of AFSTA attending the AFSTA conference in Kigali, Rwanda.
04. MD Jitu Shah being honoured by the current AFSTA President for his immense contribution to the seed industry in the continent.
05. MD Jitu Shah and senior management staff of EASEED group during a field visit in Aberdare region, Kenya.
06. MD Jitu Shah on a panel discussion about the future of the seed industry.

TANZANIA HIGHLIGHTS



01



02



03



04



05



06

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01. MD Jitu Shah visited Arusha shop to engage with our dedicated team and partners.

02. Our women brand ambassadors at the nane nane exhibition 2024 Nane Nane Exhibition 2024: Sukari F1 takes center stage. A bright future for farming in the Arusha region.

03. Syova Seed Tanzania conducting a farmers' training session in Chekeleni, Moshi, equipping local farmers with valuable knowledge on seed selection, best agricultural practices, and improved yields.

04. Syova Seed's agronomists equipping farmers with expert training, ensuring they gain knowledge and skills needed for higher yields and sustainable farming practices.

05. The Syova Seed Tanzania Sales Team dedicated to providing top-quality seeds and expert support to farmers, ensuring better yields and sustainable growth across the region.

06. Syova Seed Tanzania team celebrating a remarkable sales achievement and their dedication to growing success!

UGANDA HIGHLIGHTS



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- 01. Model farmers and COO, appreciating the fruit size tomato King F1 at a demonstration garden in Buyungirizi village, Busaana subcounty.
- 02. A great opportunity to connect with farmers at the 2024 Harvest Money Expo in Kololo.
- 03. One of our field agronomists providing expert guidance to farmers at the National Agriculture & Trade Show, August 2024.
- 04. Staff training organised with the objective of capacity building, skill enhancement for Sales & Marketing team.
- 05. Crop Protection Manager conducting a training session for the Lugazi Sugar team.
- 06. Syova Seed Uganda Limited wins Best Vegetable Seed Company at People's Choice Awards 2024.

RWANDA HIGHLIGHTS



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01. In February 2024, EASEED, Rwanda hosted a Top Customers Meet to appreciate and thank our valued customers for their trust and support.

02. East African Seed Rwanda Ltd organised Field days in Rutsiro & Rubavu Districts - first-ever field days organized by a private seed company in Rwanda, focusing on Hybrid Tomato Captain F1.

03. Captain F1 delivers outstanding results! The tomato variety was planted in a greenhouse in Gakenke District, and demonstrated excellent performance, reaffirming its potential for high-quality yields and farmer satisfaction.

04. A sweet success story from Kayonza District! Our happy watermelon customer gifted two Sukari F1 watermelons, each weighing an impressive 15kg, showcasing the exceptional yield potential of this variety.

05. Kigali Agriculture Show! Our team engaged with farmers sharing valuable agricultural and product knowledge to empower them with the tools for success in their farming ventures.

06. EASEED, Rwanda team.



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01. Syova Seeds Zambia Ltd Sales Agronomists exhibiting the performance of vegetable seeds at the National Agricultural Show.
02. Onion Red Creole variety thriving on Zambian farms, proving to be a key choice for local growers!
03. Provincial Minister Chakalaka admiring Syova Vegetable seeds and chemicals at GART SEED FAIR-2024.
04. Syova Seeds Staff at 2024 National Agriculture Show.
05. Our top-selling Watermelon Sukari F1, a key Favorite in Zambia, thriving on a local farm!
06. Zawadi F1 cabbage variety, our top pick for Zambia is ready for harvest! Fresh, high-yield and perfect performance.

DIGITAL PLATFORMS

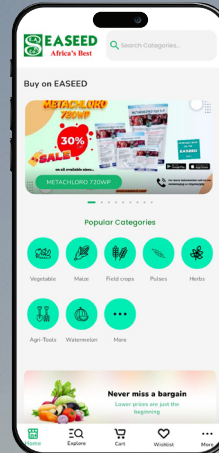
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