

EAST AFRICAN SEED CO. LTD.

EASEED[®]



Africa's Best



EASeed



Africa's Best

- **Background:**

- Established in 1972 in Kenya.
- Established in 1994 in Tanzania and Uganda.
- Customers in Zambia, DRC Congo, South Sudan, Malawi, Ethiopia.
- Business Priorities:
 - Tomato, Onion, Maize, Water Melon, Cabbage.
 - Markets of other African countries.



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Crops:

- **Field Crops:**
 - Maize, Sorghum, Sunflower
- **Vegetable Crops:**
 - **Hybrids:** Tomato, Onion, Water Melon, Sweet Melon, Cabbage, Cauliflower, Broccoli, Chinese cabbage, Collards, Bottle Gourds, Bitter Gourds, Ridge Gourds, Squash, Peppers,
 - **Varieties:** All the vegetables of East African Interest

Vegetable Hybrids

- Cabbage Baraka F1
- Cabbage Fanaka F1
- Cabbage Haraka F1
- Cabbage Red Ruby
- Perfection Cabbage Zawadi F1
- Chinese Cabbage GR F1
- Cauliflower Snowcrown F1
- Tomato Faulu F1
- Tomato Nuru F1
- Watermelon Sukari F1



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Maize Hybrids



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- KH500-43A
- KH600-15A
- Ahadi (WE1101)
- Tosheka
- Shujja



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- **Business Targets: based on**
 - Market Analysis
 - Market Feed Back
 - New/ Unique Product

- **Breeding Strategy: based on**
 - Market/Farmer need
 - Current trends
 - Future Trends
 - Available Germplasm
 - Competitor Analysis



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Our Expectations from Public Sector Plant Breeders and R&D Policy Makers



Africa's Best

- Drought Tolerance
- Disease Tolerance
- Easy access of hybrids/line to Companies
- Provide the new technology
- Help in disseminating the new technology
- Provide the available facilities for testing for disease reaction, grain quality testing, etc.
- Liberalize the Seed Policy for early introduction of good varieties/hybrids.

Successful Varieties



Maize:

Tosheka: Low Altitude, Early Maturity

- Released in Kenya, in NPT in Tanzania & Uganda

Shujja: Mid altitude, Intermediate Maturity

- Released in Kenya, in NPT in Tanzania and Uganda

Water Melon:

Sukhari : Introduced in 2010, Early, Big Size, High Yielding, Av Yield 10t/ac (potential 60t/ac), crispy, more tasty, uniform shape of fruit, strong skin for easy to transport, TSS = 12%.

Tomato:

NURU F1: Introduced in 2009, determinate, early maturity, big fruits, high yield, suitable for open field condition, firm fruit, Tolerant to common diseases.

Tosheka



Tosheka

04/02/2

Sukhari

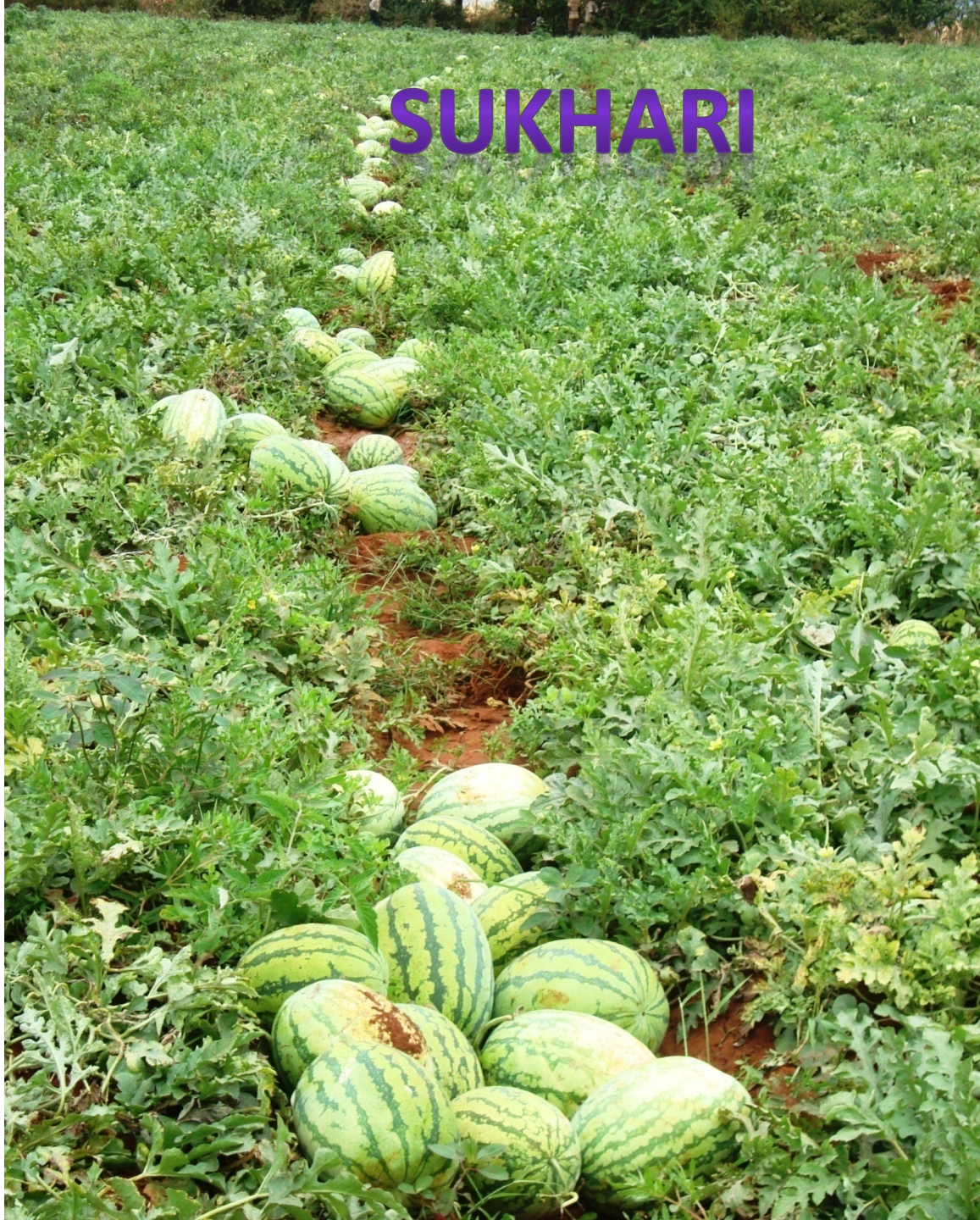
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