



# ROYAL TIMES NEWSLETTER



## LIMURU HOSTS SUCCESSFUL FARMING SOLUTIONS FORUM!

### Royal Seed among key participants

Limuru, Kenya–14<sup>th</sup> March 2025 – Farmers, agribusiness professionals, & agricultural experts converged along Ngecha-Chungamali Road in Limuru for the **Farming Solutions Forum**, a dynamic event aimed at equipping farmers with **cutting-edge tools, expert knowledge, & innovative technologies** to enhance **productivity & sustainability**.



Among the standout participants was **Royal Seed**, a leading provider of High Quality Vegetable Seeds in Kenya and beyond. The company played an active role in the forum, **engaging directly with farmers** and showcasing **high-yielding, climate-tolerant seed varieties** suited for local conditions.

ISSUE 21 | APR- JUN 2025

### KEY HIGHLIGHTS:

#### Interactive Demonstrations

Royal Seed displayed some of its top-performing hybrid varieties, allowing farmers to observe differences in vigor, disease tolerance & yield potential. The live demos sparked engaging discussions, with many farmers keen to adopt improved seed solutions.

#### Expert Technical Guidance

- The company's technical team provided practical advice on:
- Seed selection for optimal performance
  - Nursery management best practices
  - Pest and disease control strategies
  - Post-harvest handling to minimize losses
  - Farmer Engagement & Feedback



The **Royal Seed booth** was a major attraction, with farmers actively **seeking advice, collecting samples**, and sharing their **field experiences**. **“We don’t just sell seeds —we partner with farmers,”** said a Royal Seed representative. **“Forums like this allow us to listen to their challenges and provide real, actionable solutions.”**

### Broader Agricultural Insights!

The event also featured insights from **Agrochemical Suppliers, Agronomists, & Market Experts**, covering:

- Emerging trends in sustainable farming
- Cost-effective technologies for small & medium scale growers
- Market access strategies to improve profitability

### A Promising Future for Farmers!



**If you ate today thank a Farmer!**

The forum concluded on a high note, with attendees leaving **better informed, motivated, & equipped to implement new techniques**. Many expressed interests in future editions, appreciating the direct engagement with industry leaders like **Royal Seed**.

As part of its ongoing commitment to farmer empowerment, **Royal Seed** continues to drive;

1. **Innovation,**
2. **Partnerships, &**
3. **Field-level support**

Ensuring farmers grow **Smarter, Stronger, & more Sustainably**.

## EMPOWERING SALES EXCELLENCE!

### Royal Seed Sales Team Trained for Greater Impact

**Royal Seed** recently held an **in-house training** for its Sales and Field Agronomists to **sharpen sales strategies and boost service delivery to farmers**. Hosted at our headquarters, the session focused on **enhancing communication, confidence, and consultative selling**—ensuring our team can better understand farmer needs and offer tailored solutions.



Key topics included;

- **The sales cycle,**
- **Effective communication,**
- **In-depth product knowledge,**
- **Value-based selling.**

The training was interactive, combining theory with group discussions, role plays, & peer feedback.



**“This training reminded us that selling is about offering solutions and building relationships,”**

said a Field Agronomist.



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As **Royal Seed** expands its reach, such initiatives ensure our team stays **motivated, skilled**, and aligned with our mission:

**Uplift Farmer Livelihoods & Promote Food Security across Africa.**

***"If you want to go fast, go alone.  
If you want to go far, go together."***  
– ***African Proverb***

## **WHAT'S NEW!**

### **SSB 644 F1**



#### **MUSKMELON F1**

Delivers sweet, firm fruit with high yields, Strong disease tolerance and great market appeal

### **ETHIOPIAN KALE**



#### **KANSERA**

A fast-growing, nutritious leafy green with tender, flavorful leaves.

**You asked, and we listened!** 🌱

We're thrilled to unveil our latest Seed Varieties — more than just seeds, they're a promise of nourishment, tradition, and a thriving harvest.

**Now available. Ready to sow. Ready to grow.**

### **JUTE MALLOW**



#### **MRENDRA**

Indigenous, A fast-growing, nutrient-rich leafy vegetable popular in traditional African cuisine. Thrives in warm climates and well-drained soils.

🌱 **Learn how to grow and harvest more!**

Our easy-to-follow **planting guide** is here to help you achieve a bountiful harvest.

📄 Visit: [www.royalseed.biz/planting-guide](http://www.royalseed.biz/planting-guide)

**#Lets Grow Together**



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