

ROYAL TIMES

ISSUE 12 | JAN - MAR 2023



royalseed
QUALITY SEEDS FOR AFRICA



**Kenya Highland Seed
Co. Ltd.**
For greater production

OUR TOP-PICS!



OUR THEME FOR 2023

Our theme this year is - '**LET'S GROW**' for both Royal Seed & Kenya Highland Seed.

This new concept is to encourage both Agrovets & Farmers to feel that we are not only here to close on sales but we Care about their Growth and Success!

Ready to walk the journey with You!

HAPPY NEW YEAR 2023!



CSR PROJECT

The school was in need of essentials like exercise books for students to write on.

Students are in need of it as it is an essential and cannot afford them. As the **Royal Seed** team we decided to donate around **1000 exercise books**. The Students were very happy!



On the **19th of November**, the Royal Seed team went to a primary school located in Kajiado North. The school was called **OLEPOLOS Primary School**. The school hosts around **450 students**.



Giving back to the Community!



TERMINATOR F1 TRIUMPH ENTRY INTO NORTH RIFT



Traditionally tomatoes were cultivated mainly in major horticultural farming counties such as; **Kirinyaga, Kajiado, Taita Taveta, Meru, Bungoma, Kiambu, Migori, Makueni, Homabay, Nakuru & Machakos** with a larger proportion being **Open Pollinated Varieties (OPVs)**.

However, following the increase in awareness via agronomic advices on; **Nutritional value, & Irrigation technology**. It lead to **increase in demand from both large & small scale farmers**, who shifted to **Improved Hybrid Seed Varieties**.

- **Tolerance to tropical pests & diseases,**
- **High fruit yielding &**
- **Relatively long shelf life cycle**

Adoption of **TerminatorF1** hybrid variety in the recent assessment in North Rift particularly in **Marigat, Kerio Valley & Moiben** growing areas, showed that it has over the last one year made a **TRIUMPH ENTRY!**

Currently outstanding as the **Champion Hybrid Tomato Variety in the region** & relatively competing better than other key competitors.

This achievement was attributed to our strategic plans which included;

- **Carrying out baseline survey to assess variety demand,**
- **Holding field days/demos,**
- **Regular farm visits**
- **Strengthening partnership with key Farmers, Agrovets, Seed raisers**
- **Organized farmer groups.**

Teamwork Spirit embraced by **Western-Royalties** team is worth appreciating for this achievement!



BRAESIDE SCHOOL VISIT

The Students had an opportunity to learn about;

- 👉 Seedbed preparation & care,
- 👉 Seed processing, preservation
- 👉 Importance of greenhouses in providing ideal conditions for crops.



On the **Friday 25th November 2022**, the **Royal Seed team** was delighted and honored to host Braeside High School.

We feel we were able to deliver in the biological concept in the topics; **Crop reproduction, inheritance, variation & biotechnology.**

The **year 11 biology students** had visited us at the **Royal Seed Complex**, Athi-river for a fun learning experience!

We wish the students well in their Biology Course Assessments.



STAK CONGRESS EXPO & MAZAO FORUM



We are delighted to participate at the **2022 Seed Trade Association of Kenya (STAK) congress, Expo & Mazao Forum**, at KALRO Headquarters in Loresho, A 2-day event which took place from **29th & 30th Nov 2022**.

The two-day event hosted; **Farmers, Seed Producers, Agro-dealers**, and other organizations.



The **STAK Chairman, STAK board and delegates** visited exhibition stands during the **STAK Congress, Expo & Mazao Forum 2022**. 16 companies exhibited their products and got a chance to market their products to a lot of farmers.



We are grateful to have taken part in this!



The congress theme is **"Building resilient agricultural systems for improved livelihood and sustainability."**

WE ARE HERE FOR YOU;



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