

ISSUE 22 (July - Sept 2025)



WAMBUGU ATC FARM 2025: OUR FARMERS CAME, AND SO DID WE!

The atmosphere at Wambugu Farm this year was simply charged. We are delighted to report that our Agricultural Training Centre event was not only a success but a record-breaking event of Kenya's most committed farmers. A whopping 25,510 registered visitors in two days created a buzz we won't forget anytime soon!

This year was special. With 136 stakeholder partners (up 123!) participating with us, the community atmosphere was more vibrant than ever before. And the highlight? You, farmers. Your passion was incredible, especially at the Royal Seed booth. We were overwhelmed by the high sales and the continuous conversations happening at our demo plots and new greenhouse.



To watch farmers, get so excited about varieties like the reliable Susana, the robust Kori, the versatile Minerva, and our star performer, Cash Machine, is why we are doing this. One thing became clear: your particular love of Open Pollinated Varieties (OPVs) is loud and clear, and it will inform our strategy personally going forward.

KEY HIGHLIGHTS

1. 🍅 **Susana F1 Tomato** – Outstanding greenhouse performer with excellent yield and disease resistance.
2. 🌶️ **Kori & Minevra F1 Sweet Peppers** – Vibrant red and yellow varieties showcasing uniform fruits and strong market appeal.
3. 🥒 **Cash Machine F1 Cucumber** – High-yielding hybrid drawing farmer interest for its productivity and consistent quality.

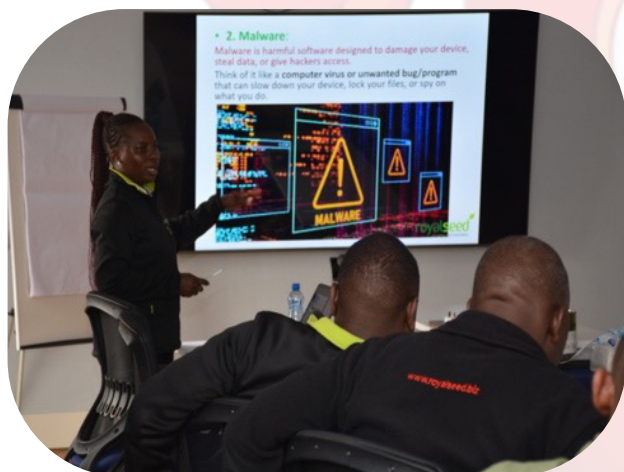
We're already dreaming big for 2026. We're planning on a larger double plot, a greenhouse expansion, and more staff so every farmer gets the attention they deserve. Thank you to our amazing team and partners for helping 2025 be a milestone. This is not just an event; it's a movement growing, and we're grateful to be in the field with you.

Royal products! Royal results!

GROWING OUR GREATEST ASSET: OUR TEAM

We've always believed that our biggest asset is our team. That's why we recently stopped the hustle and bustle of work for a while to invest in a series of in-company training sessions focusing on empowering all members of our Royal Seed family at both a professional and personal level.

We turned theoretical! Our customer experience workshop was abuzz with role-plays that showed us the real-world power of active listening and reframing a problem into a loyal relationship. In these digital times, we also had a serious sit-down regarding IT security, learning how to spot sneaky phishing emails and create fortress-strong passwords because securing our work is a team effort.



To remain at the pinnacle of our trade, we dived into the tools of modern commerce: WhatsApp Business and Zoom. We can now hold a business meeting in the field or show a product catalog with the press of a button. Not only work skills, though--welfare too. From useful money management advice to invaluable highway safety refresher courses for our motorcycle units, we would like to support the whole person.

It was more than just training; it was a testament to our commitment to each other's growth and safety. We're not just building a better company; we're building a stronger



TAKING KNOWLEDGE TO THE FARM GATE: OUR NATIONWIDE TRAINING JOURNEY

At Royal Seed, our focus has always been on reaching farmers where they are. This year, that meant our staff loaded demos, samples, and know-how into vehicles and hit the road, taking critical training to communities nationwide.

There is no comparison to seeing farm families standing in the shade of a tree, leaning forward to exchange the niceties of seed selection or the best method for managing a common pest. Those gatherings are all about utility--showing how our improved varieties are performing under their soil and teaching them the ways that bring maximum yield while promoting sustainability.



The real magic, however, is done in the conversation. It's where questions are asked, where stories are exchanged over a cup of tea, and where common energy is shared that makes training feel like being part of a community of practice. This one-to-one contact is invaluable; it's how we learn from you to tailor our seeds and advice to genuinely meet your needs.



By taking this knowledge to individuals on the ground, we're working together to create more resilient harvests, improved livelihoods, and a more food-secure world for everyone.

Lets Grow Together!

WHAT OUR CUSTOMERS SAY ABOUT US



JANUARIS IN MWALA.

He is very happy with the Red Royale seeds which he purchase a while ago and are doing so well, awaiting to harvest soon. He sent some photos

S Smiles
KE • 1 review

Apr 30, 2025



Quick to reply customer care, they are...

Quick to reply customer care, they are quite friendly also

April 30, 2025

Unprompted review

Collins Mutinda
KE • 1 review

May 27, 2025

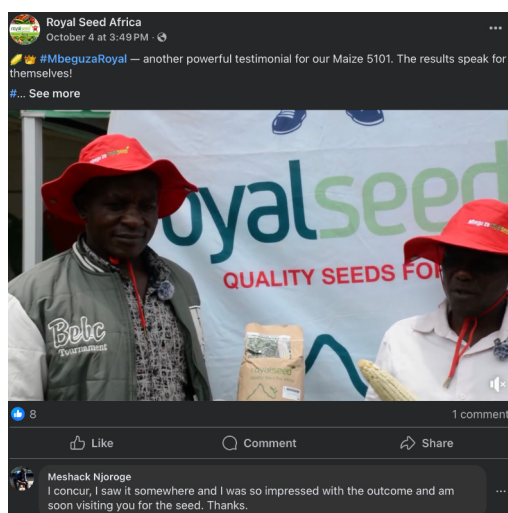


Great customer experience

They have very good customer service, expert advice and quality seeds.

May 27, 2025

Unprompted review



e edward gachuru
KE • 1 review

Aug 16, 2025



They have the best and certified seeds...

They have the best and certified seeds with high quality fetching high profits. I would advise my fellow farmers to join and buy Royal seeds. Since I have seen the results from your quality you have become my friend.

June 7, 2025

Unprompted review

CO Consumer
KE • 1 review

Aug 14, 2025



Very nice quality seeds

August 14, 2025

Unprompted review

Farm-Tested, Farmer-Approved Back in Focus

MAIZE RS 5101



Excellent drought tolerant variety with tolerance Grey leaf spot (GLS) & Maize streak virus (MSV)

ROYAL 703 F1



Semi-determinate variety with tolerance to TYLCV

BUFFALO F1



A blocky hybrid sweet pepper variety suitable for both greenhouse & open field farming

FABIOLA F1



A hybrid soft cabbage producing large firm semi-flat heads.

CONTACT US!



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