

ROYAL TIMES — NEWSLETTER

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Our Unique TUK TUK will be a perfect tool for engaging with our customers

We're thrilled to unveil our latest addition to the Royal Seed family—the **Royal Seed Tuk Tuk**! This mobile unit is all about enhancing accessibility and convenience. Now, farmers can easily find our seeds in the most remote areas, thanks to this agile and eco-friendly vehicle. The Tuk Tuk is more than just transport; it's a Customer Service extension that will allow us to engage with farmers directly, offer consultations, and showcase our products up close.

Key Features of the Royal Seed Tuk Tuk:

Accessibility: The Tuk Tuk can navigate through narrow and rough terrains, ensuring that even farmers in the most remote locations have access to high-quality seeds.

Eco-Powered: Designed with sustainability in mind, the Tuk Tuk is an environmentally friendly option that reduces our carbon footprint.

Tuk tuk Mobile Shop



Customer Engagement: Our team will utilize the Tuk Tuk to provide on-the-spot consultations, helping farmers choose the best seeds for their specific needs and conditions.

Product Showcases: Farmers will have the opportunity to see and learn about our latest seed varieties, including the new lettuce types, firsthand.

Keep an eye out for the Royal Seed Tuk Tuk in your area! We're excited to bring our products and expertise directly to you, making it easier than ever to access the best seeds and support for your farming endeavors.

Let's grow together!

OUR UPCOMING EVENTS



Customer Service
Week



Agitech Expo



Introducing ROYAL SEED'S New LETTUCE VARIETIES

Royal Seed has recently unveiled four exciting new lettuce varieties, each tailored to meet specific growing conditions and market needs. These varieties promise to deliver exceptional quality and performance, making them a valuable addition to any grower's portfolio.

LETTUCE CAIPIRA (LOOSE-LEAF)



LETTUCE CAIPIRA (Loose-leaf)

suitable for year-round production

- Offering an attractive head with spring green color and sweet flavor.
- Maintains its compact size even during the heat
- Good leaf size and high tolerance to internal tipburn.

LETTUCE CORBANA (ROMAINE)



LETTUCE CORBANA (Butter-head)

suitable for year-round production

- Offering dark green Large size with good heart filling and dense heads.
- Good for processing and fresh market

LETTUCE SAULA (ICEBERG)



LETTUCE SAULA (Iceberg)

suitable to warm climatic condition

- Produces a nice flat round head
- Medium-sized iceberg
- Highly uniform
- Very tolerant to tip-burn with a long harvest period.

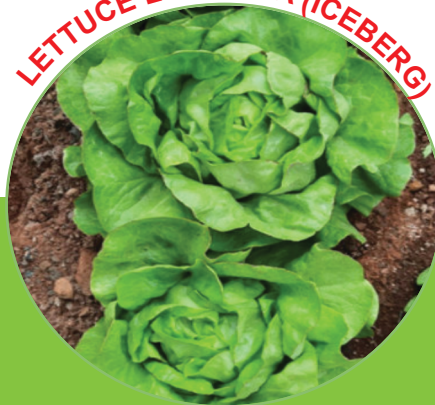
LETTUCE LOBELA (BUTTER-HEAD)



suitable for year-round production

- Offering an attractive mid to dark green heads
- Forms a dense rosette of deep green color.
- Good tolerance to high temperatures & good tipburn tolerance.

LETTUCE LUDMILLA (ICEBERG)



suitable to warm climatic condition

- Upright base reduces risk of soil borne fungal diseases.
- Large frame, well filled heads.
- Very strong on tip burn, dark green colour.
- Robust & adaptable Iceberg

LETTUCE TUSKA (LOOSE-LEAF)



suitable for year-round production

- A medium sized with good head size.
- Forms full heads with well-structured leaves
- Strong on bolting.
- Good for processing & fresh market

These new lettuce varieties from Royal Seed are set to enhance productivity and quality for growers, offering robust performance and adaptability across different climatic conditions. Whether you're looking for iceberg, butter-head, or loose-leaf lettuce, these varieties provide excellent options to meet your needs.

Royal Products - Royal Results!

Celebrating CUSTOMER SERVICE WEEK: with the Theme - (ABOVE & BEYOND) October 7th to 11th

At Royal Seed, we understand that exceptional customer service is the foundation of lasting partnerships. This year, as we celebrate **CUSTOMER SERVICE WEEK**, we proudly embrace the theme “**ABOVE & BEYOND.**” It speaks to our unwavering commitment to not only meeting your expectations but consistently exceeding them.



Throughout the years, our dedication to providing certified seeds has been matched by our desire to ensure that every customer receives the support they need, when they need it. Whether it's offering expert guidance on seed selection, providing timely solutions to farming challenges, or sharing the latest agricultural innovations, we're here for you every step of the way.

Going “**ABOVE & BEYOND**” means being proactive—anticipating your needs before they arise. It means being there to answer your questions promptly and ensuring our products deliver the results you expect, season after season. For us, customer service is not just about transactions; it's about building relationships rooted in trust and mutual success.



During this special week, we want to take a moment to thank you—our valued customers—for your continued loyalty and trust in Royal Seed.

We remain dedicated to your success, helping you grow profitable crops and sustainable farms. As we move forward together, we will continue striving to exceed your expectations, delivering both quality products and exceptional service that truly goes above and beyond.

Here's to growing together, now and in the future!

This Year's Customer Service Week Pillars:

- Exceeding expectations
- Going the extra mile
- Delivering the extraordinary
- Every detail counts
- Elevate experiences



ATC WAMBUGU Show Success: A Big Thank You!

A huge thank you to everyone who visited our stand at the Agricultural Technology Centre (ATC) show at Wambugu Farm in Nyeri on July 26th and 27th, 2024! The event was a fantastic success, with many farmers and partners engaging with our team, learning about our latest seed varieties, and exploring sustainable farming techniques. Your support continues to fuel our mission to enhance food security and improve livelihoods across Africa. We look forward to growing together!

Highlights from the ATC Show:

a. Engaging Discussions: We had the pleasure of engaging in meaningful conversations with farmers and agricultural experts. These discussions provided valuable insights into the challenges and opportunities within the agricultural sector.

b. Showcasing Innovations: Our team showcased the latest seed varieties, including the newly introduced ne grass types:

- **Kikuyu Grass:** Ideal for grazing and erosion control.



- **Brachiaria Grass:** Known for its high nutritional value and drought resistance.



- **Mombaca Grass:** A high-yielding grass suitable for tropical climates.



- **Rhodes Grass:** Excellent for hay and pasture.



- **Sorghum Sudan Grass:** A versatile grass used for forage and silage.



and Attendees were impressed by the quality and adaptability of these seeds to various climatic conditions

Other crops show cased were

Kale: Known for its nutritional benefits and versatility in cooking.

Spinach: A popular leafy green that thrives in different climates.

Super Yali: A high-yielding variety known for its resilience.

Butternut AsaLI F1: A robust butternut squash variety with excellent storage qualities.

Royal 705 F1 Tomato: A high-performing tomato variety with great taste and disease resistance content.



can help improve crop yields and reduce environmental impact. This included methods for soil health management, water conservation, and pest control.

d. Interactive Demonstrations: Farmers had the opportunity to participate in interactive demonstrations, where they could see firsthand how our seeds perform under different conditions. This hands-on experience was invaluable for understanding the benefits of our products.

e. Networking Opportunities:

The show provided an excellent platform for networking. Farmers, suppliers, and agricultural professionals connected, exchanged ideas, and formed partnerships that will drive the industry forward.

Looking Ahead:

The success of the ATC show has energized our team and reinforced our commitment to supporting farmers across Africa. We are excited about the future and the role we can play in enhancing food security and improving livelihoods.

We look forward to continuing our journey together, bringing innovative solutions and high-quality seeds to farmers everywhere. Thank you once again for your support and enthusiasm. Let's keep growing together! 🌱

FREE ENTRY!

AGITECH MEGA EXPO!

📅 **11th & 12th October 2024**
🕒 **Starting 9:00 am**
📍 **Mutithi Mwea, Kirinyaga County** (along Embu-Makutano highway, opp white Rose Hospital.)

AGITECH SEEDLINGS
HEALTHY SEEDLINGS FOR A Bumper HARVEST

royalseed
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GRASS
CABBAGE
MAIZE
SUKUMA MATUMBO
TOMATO
LETTUCE
SQUASH

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