



2016

Our year in review

A growing demand for food
Unlocking the potential of smallholder vegetable farmers to meet the world's nutrition security challenge



Putting organizational health first | Innovating for farmers | Knowledge Transfer

2016

Our Year in review

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Message from the Chairman

We are into our 35th year now since our modest beginnings in seed improvement and market development in the Philippines in 1982. At the basis was a strong spirit of cooperation and partnership between Ben Domingo and myself.

During the 1980s the partnership has been expanded with innovative seedsmanship in the main countries of Southeast Asia, such as Thailand and Indonesia, followed by Vietnam, and later to India and Myanmar.

As a result of a strong organizational growth, East-West Seed has been able to enter new territories where product-, people- and market development will again be at the core of our efforts.

East-West Seed will also continue to devote its efforts to “secondary” vegetable crops, including indigenous vegetables, that have income-growth potential for small farmers.

As we said a year ago, we realize that we need to do so much more to have a real and lasting effect on the lives of smallholder farmers and the rural economies in which they live. East-West Seed has set up a foundation which works on global Knowledge Transfer programs training small, pre-commercial vegetable farmers, thus contributing to income growth and increased supplies of high-quality food. East-West Seed Knowledge Transfer, backed by 15 years hands-on experience in strengthening small farmers skills in Asia, is now expanding into other geographies including a modest entry into Sub-Saharan Africa where farmer- and market development are badly needed.

The celebration of our 35th anniversary late 2017 will be another strong incentive to remain on course.

Bangkok/Enkhuizen-NL, March 2017

Simon N. Groot
Chairman and Founder



Message from the Board of Management

The business world continues to focus on financial results, as recorded by the double entry accounting system invented in medieval times. Despite a growing body of research supporting the often repeated statement “people are our main asset”, companies continue to record the value of their office chairs in the Balance Sheet as an asset, but not the value of the staff sitting on them.

If we were to be measured by the traditional financial ratios, the East-West Seed Group by all means did great in 2016. We posted a healthy growth of 20% in revenues (local currency) and a related strong increase in profitability.

But we as management prefer to reflect on alternative parameters:

The unique culture of East West, with its singular focus on our mission that carries a deeper purpose than profit alone, is as healthy as ever. In 2016 we conducted a culture survey (p. 28) among more than 1,000 of our staff in nine countries, confirming we are united in focusing on Purpose, Caring and Results. This explains why the engagement of our staff is extremely high, certainly when compared to employees in the West.

Teamwork is more than ever essential for continued innovative breakthroughs, whether in R&D or novel approaches to markets. Enhancement of our market leadership in the future will hinge less on super performing individuals and more on excellent teams. We have acknowledged this by changing our third Core Value from “Personal growth and fulfillment” into “Passionate Teams” (p. 29). We have begun a company wide campaign to increase teamwork especially across departments, where psychological safety and diversity will spur creativity and thus innovation.

In 2016 we have spent a good deal of time on developing of our new five year Strategic Plan and preparing for the 2017 roll-out. It is called G.R.O.W. which stands for Granular, Robust, One Team and Win. With One Team (organizational health) as the foundation, we will work towards a more detailed mapping of our farmer-customers in order to serve them better (Granular) and improving our internal systems (Robust), which will result in growing our market size and share of loyalty among farmers (Win).

In this 2016 review you will find ample examples on the innovation that is a result from our very healthy company culture; ranging from entering the seed potato market together with one of Indonesia’s largest conglomerates (p. 38) to introducing a unique approach and packaging concept at a price-point of the equivalent of USD \$1/packet (p. 40). Knowledge Transfer continues to be a catalyst for opening new markets, shifting farmers to more productive practices and introducing vegetable production as a real business opportunity (p. 42).

Financial market analysts and private equity firms prefer to ignore the above “soft measures” in favor of measuring the “hard stuff” and short term results. This oversimplification explains in large part the 2016 wave of consolidation among the agro chemical giants.

We believe however that both the complexity of the segmented vegetable seeds market and the deeper purpose that is the foundation of our company leave no room for reducing our performance to a set of financial numbers. In order to sustain our success, we will continue to focus on the foundation of our company -- the development of our staff.

As management we realize very well that we are in the luxury position to be a private company, backed by shareholders and a Board who subscribe to this vision, for which we - and our staff - are grateful.

Bangkok, March 2017



Bert van der Feltz
President & CEO



Simon Jan de Hoop
Vice President



Michel Devarrewaere
Vice President



A growing demand for food



A bustling market in Heho, one of the towns surrounding Inle Lake in Myanmar.

By 2050, the global demand for food will increase by 70%

The world's population reached over 7.3 billion people in 2016.

By 2050, this number is expected to reach 9 billion. It is also predicted that by this time, about 64% of the developing world and 86% of the developed world will be urbanized. The middle class will double. There will be 6 billion people living in cities.

The global demand for food will increase by 70%, as a result of rapid population growth, urbanization and changing diets. Meanwhile, water and land resources will be under heavy pressure.

It is becoming more important now than ever for farmers to grow more with less and to better preserve the scarce natural resources on which we all depend for our food and water needs.

Why smallholder farmers?

88%
*of the world's farm
holdings are located
in tropical Asia
and Africa, regions
which are critical
for food security*

Smallholder farmers produce 85% of the world's food. They are the most important element in the global food security challenge.

Of all the smallholder farmers in the world, 88% are located in the tropical parts of Asia and Africa. In Asia, the average farm size is 1.1 hectares; in Africa, 1.9 hectares. Smallholder farmers will be responsible for producing most of the additional food demands of a growing and rapidly urbanizing population.

Against this context, helping smallholder farmers increase their productivity, income, and resilience to climate change is an absolute necessity for global food security, nutrition, and health.



A good seed can change the lives of millions

The seed industry is strategically positioned at the start of the food value chain. The availability of quality seeds can jumpstart an upward spiral of development in farming systems, markets, and rural communities.

East-West Seed introduced market-oriented plant breeding in Southeast Asia in 1982, with the main focus on developing improved vegetable varieties that are adapted to local markets and growing conditions.

The combination of breeding, producing and delivering quality seeds to smallholder farmers is our role and contribution to the agriculture sector. We take this a step further by delivering training to smallholder farmers on improved cultivation techniques.

East-West Seed helps unlock the potential of smallholder vegetable farmers in the tropics by improving the availability of high-quality vegetable seeds and providing knowledge on better farming practices

By improving the availability of high-quality vegetable seeds and providing knowledge on better farming practices, East-West Seed helps unlock the potential of smallholder vegetable farmers in the tropics to meet rising food and nutrition demands. We believe that with changes in cultivation techniques and improved seed varieties, smallholder farmers can be equipped to feed the world.

Today, we are one of the 10 largest vegetable seed companies in the world, with a leading position in most Southeast Asian countries and rapid expansion in India, Africa and South America.





Vision

Our vision is to be the best tropical vegetable seed company in the world.

Mission

Our mission is to provide innovative products and services that will help increase the income of vegetable farmers, and promote the growth and quality of the tropical vegetable industry.



Core Values



Serving Farmers

We serve farmers. We are the farmers' champion. We listen closely to them and we understand their needs. We offer our best solutions and deliver quality in everything we do to improve their yield and income.



Learning and innovation

We cultivate ideas and harvest innovation. Research excites us. We explore novel approaches, apply new technologies, and build an environment for creativity - whether in the laboratory, in the field or in the office.



Passionate Teams

We aim for excellence in serving farmers by constantly challenging ourselves and the team to excel. We believe our existence is for a greater purpose and as a team we can achieve more than what an individual can. We are a team because we work together, trust each other, care for and respect each other's unique and diverse talents.

East-West Seed through the years

- 1982** ○ **Philippines**
Establishment of East-West Seed Co. Inc.
- Philippines**
First trials in Hortanova Farm Batangas
- 1983** ○ **Philippines**
First successful commercial vegetable hybrid (bittergourd) developed in Southeast Asia
- 1984** ○ **Thailand**
Establishment of East West Seed Co. Ltd in Nonthaburi
- Thailand**
First trials at Lert Phan Farm, Chiangmai
- Philippines**
First varieties released
- 1986** ○ **Thailand**
First varieties released
- Philippines**
First hybrid released
- 1987** ○ **Thailand**
First hybrid released
- 1990** ○ **Indonesia**
Incorporation of PT East West Seed Indonesia in West Java
- First lowland trials, Surakarta, West Java
- 1991** ○ **Indonesia**
First varieties released
- 1992** ○ **Indonesia**
First hybrid released (eggplant)
- 1993** ○ **Indonesia**
First highland trials, Lembang, West Java
- 1995** ○ **Vietnam**
Establishment of East-West Seed (Vietnam) Co., Ltd. In Ho Chi Minh
- 1996** ○ **Vietnam**
First hybrid released (tomato)
- Indonesia**
Plant pathology and tissue cell culture laboratory opens
- 1997** ○ **Philippines**
First trials at Linda Vista Farm, Bulacan
- 1998** ○ **Vietnam**
First trials at Cuchi Farm, Ho Chi Minh
- 1999** ○ **Thailand**
Plant pathology and tissue cell culture laboratory opens
- 2000** ○ **Thailand**
Establishment of Hortigenetics Research (SE Asia) Ltd. headquarters in Chiangmai
- Establishment of East West Seed International Ltd. in Nonthaburi as export vehicle and regional liaison company
- 2002** ○ **Thailand**
Establishment of Green & Clean Vegetable Ltd. in Pak Chong for seedling production
- 2003** ○ **India**
Establishment of East West Seeds India Private Ltd. in Aurangabad, sales and marketing office
- 2006** ○ **Thailand**
Establishment of Regional Operating Headquarters
- China**
Establishment of representative office and research station in Nanning, Guangxi
- 2007** ○ **India**
Opening of processing plant
- Hong Kong**
Establishment of NaMa Genetics Trading Ltd.



- 2008** ○ **Tanzania**
Afrisem breeding program founded with Rijk Zwaan

Establishment of East West Seed (Tanzania) Ltd.

Philippines
Farm Ready was set up for seedling production
- 2009** ○ **Myanmar**
Set up of a local company
- 2011** ○ **Cambodia**
Establishment of representative office in Siem Reap, Cambodia
- 2012** ○ **Vietnam**
Establishment of East-West Seed (Hai Mui Ten Do) Ltd., Binh Duong

China
Hortigenetics Agrisciences (Nanning) Co., Ltd.

USA
EWSY, INC.

Thailand
Opening Corn Processing Plant (Suphanburi, Thailand)

Philippines
East-West Seed Philippines celebrates its 30th year
- 2013** ○ **Tanzania**
SEVIA public-private partnership launch

Thailand
East-West Seed Thailand celebrates its 30th year

- 2014** ○ **Guatemala**
Acquisition of Semillas Tropicales, Guatemala

India
East-West Seed India marks its first decade

Thailand and Philippines
Opening of downtown Bangkok and Manila offices
- 2015** ○ **Philippines**
Joint venture with Grow Group for seedling distribution

Indonesia
East-West Seed Indonesia celebrates its 25th year

East-West Seed Foundation
Established Group-wide foundation

- **2016**

East-West Seed ranks #1
in the Access to Seeds Index

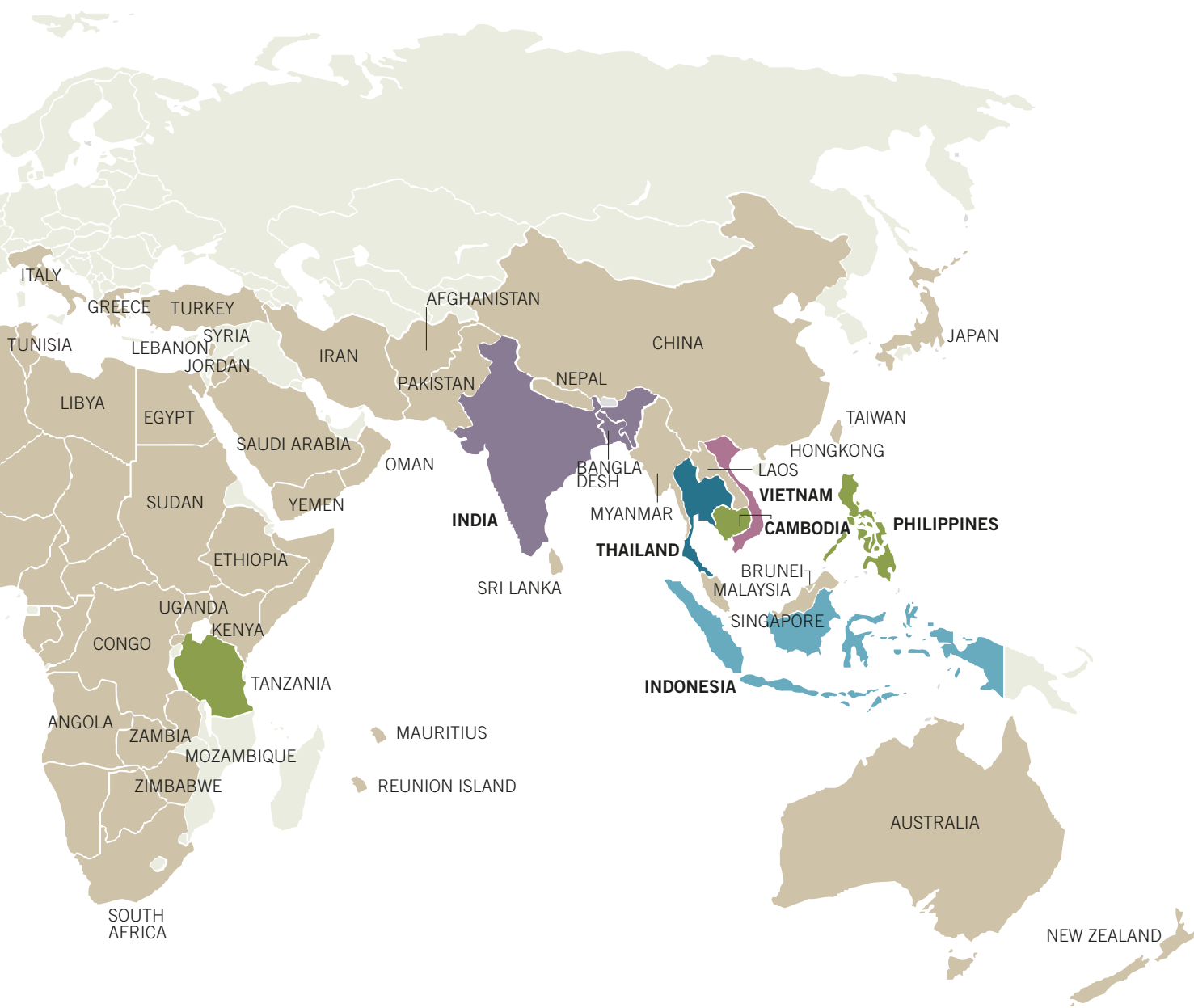
Thailand
New headquarters building opens in Bang Bua Thong

Myanmar
Established fully owned company

Cambodia
Established fully owned distribution subsidiary

The World of East-West Seed





A GROWING DEMAND FOR FOOD



9 BILLION

estimated global population by 2050



64%
of the developing world and 86% of the developed world will be urbanized. There will be more and more people living in the cities, driving food demand.



730 MILLION TONS

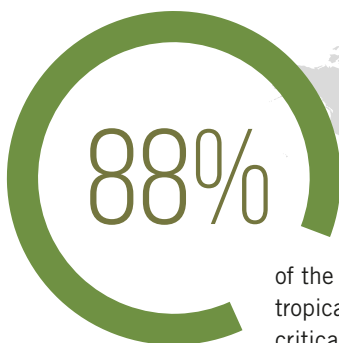
The additional demand for vegetables and fruits by 2050. Vegetables are an essential source of micronutrients and therefore important for the nutrition and health of a rapidly growing and urbanizing population.

SMALLHOLDER FARMERS ARE KEY TO FOOD SECURITY

Smallholder farmers, who grow food on less than 2 hectares of land, represent the most important sector in food production.

8.5/10

of farm holdings in the global farm structure are under 2 hectares

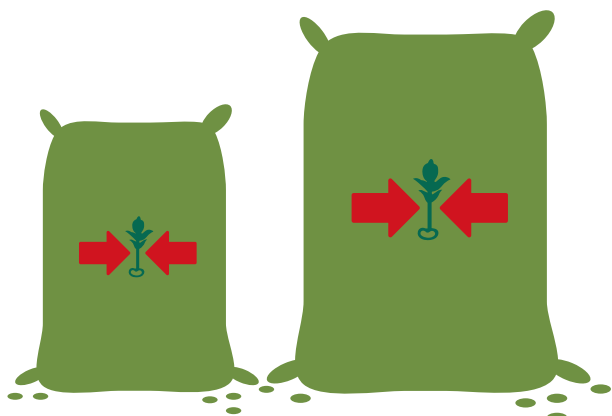


88%
of the world's farm holdings are located in tropical Asia and Africa, regions which are critical for food security and have the largest underexplored potential for yield increase

\$ CASH CROPS

Vegetables are high value crops and provide farmers abundant opportunities for income diversification and higher productivity.

OUR IMPACT IN 2016



20%
GROWTH

in global sales
(without the US dollar impact),
a clear stamp of approval
from our customers.



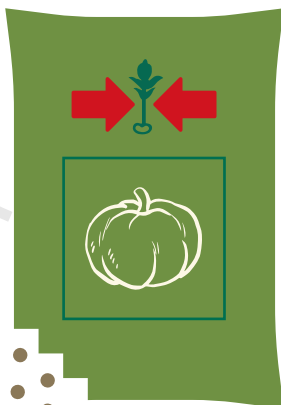
60 AND 973
CROPS VARIETIES

OFFERED TO TROPICAL
FARMERS WORLDWIDE

Our range includes tropical varieties from
these crop families: Cucurbits, Solanaceae,
Alliums, Brassicas, Legumes and Others

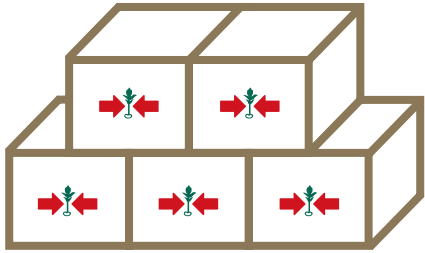
25 MILLION
VALUE PACKS
SOLD

Value Packs are small seed
pouches containing high
quality seeds, sold at around
US \$1 per pouch, which are
accessible and affordable to
smallholder farmers with
less than two hectares of land



TOP 10 EWS CROPS

1.  CORN
2.  CUCUMBER
3.  TOMATO
4.  HOT PEPPER
5.  BITTER GOURD
6.  ONION
7.  YARDLONG BEAN
8.  PUMPKIN
9.  LUFFA
10.  KANGKONG



60+ EXPORT MARKETS

Our brand is well-known by vegetable farmers in the tropics

9 MAIN MARKETS

East-West Seed has direct presence in Cambodia, India, Indonesia, Guatemala, Myanmar, Philippines, Thailand, Tanzania, Vietnam



43,126 SMALLHOLDER FARMERS TRAINED

through the activities of our Knowledge Transfer teams in 7 countries: Cambodia, India, Indonesia, Myanmar, Philippines, Tanzania and Thailand



12%

company turnover invested into research and development



10,558 CONTRACT GROWERS

We partner with seed growers in remote areas worldwide to produce our seeds for commercial distribution, providing them opportunities for income.



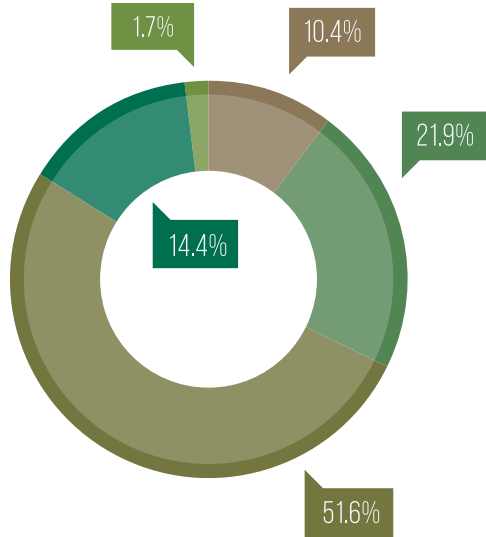
15 R&D STATIONS

located in 7 countries

OUR People

5,366

total headcount in 2016,
a 15% growth in organization
size compared to last year



EMPLOYEES BY JOB FUNCTION

- SEED SUPPLY
- R&D
- SALES, MARKETING & FIELD PROMOTION
- BUSINESS PARTNER FUNCTION
- KNOWLEDGE TRANSFER

54% MILLENNIALS

We are a young and vibrant organization! According to a recent culture survey, more than half of our employees are millennials.



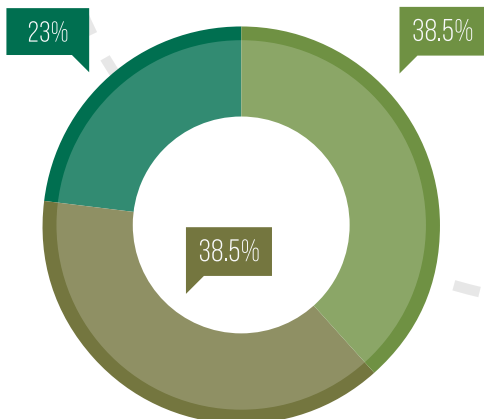
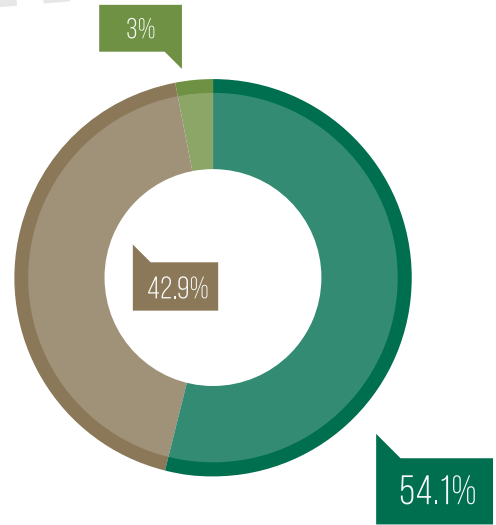
BABY BOOMERS
(PRE-1964)



GEN X
(1965-1981)



MILLENNIALS
(1982 +)



- ASIA
- EUROPE, NORTH & SOUTH AMERICA
- AFRICA

26 NATIONALITIES

A diverse mix of nationalities represented in the East-West Seed organization: Belgium, Benin, Brazil, Cambodia, China, Costa Rica, France, Germany, Guatemala, India, Indonesia, Kenya, Korea, Mexico, Myanmar, Netherlands, Nigeria, Philippines, South Africa, Sri Lanka, Tanzania, Thailand, Uganda, UK, USA, Vietnam

Putting Organizational Health First

Culture Survey

In 2016, we held a culture survey among our employees in nine countries. Gaining a deep understanding of our culture is vital for a growing company like East-West Seed, with great ambitions for the future to serve farmers in bigger, better ways. The results are something to be proud of. We have a great culture to build upon as we seek to grow our future.

The consulting firm Spencer Stuart, which analyzed the results of the culture survey, came back to us with a report describing our culture and our organizational outcomes. They placed East-West Seed amongst the top quartile of companies across their global industry database.

We are proud to have a great culture to build upon as we seek to grow our future.



Our company has a strong **results** culture. We set focused and ambitious goals, and we work very hard towards achieving them. We are outcome-oriented and quality-driven.



With a **caring** culture, we are supportive of one another and place a high value on trust.



Our culture of **purpose** is reflected in our concern for farmers and the long-term wellbeing of the planet.



Passionate Teams

In 2016, we launched a new core value called Passionate Teams. When we think of East-West Seed, we think of teams working together to create value for farmers and to become a purposeful company. When we look back on our history, we see partnerships, collaborations, relationships based on trust.

We are a company of great teams, not only great individuals. By working together in Passionate Teams we will get closer to our goals.

Key Positions hired in 2016

- Head of ICT (Group)
- Business Development Manager (Africa)
- General Manager (Tanzania)
- Country Representative (Cambodia)
- Head of Business Application (Group)
- Head of Internal Application (Group)
- Compensation & Benefits Manager (Group)
- Accounting Manager (Guatemala)
- Accounting Manager (Tanzania)
- HR Manager (Myanmar)

Expanding our Supervisory Board



Douwe Zijp, newest member of the Supervisory Board

In July 2016, we announced the appointment of longtime seedsman Douwe Zijp as the newest member of our Supervisory Board which forms the basis of East-West Seed's corporate governance.

Mr Zijp is a former CEO of major seed and seed technology companies, having led Nunhems/Bayer Vegetable Seeds for 15 years and Incotec for 2.5 years. He trained as an economist and spent a large part of his career in financial roles, including CFO at Nunhems, before moving into general seed business management. Since May 2015 he has been a board member of the International Seed Federation (ISF).

The current SB is composed of Simon Groot (chairman), Ard Groot (vice chairman), Dietrich Schmidt, Ivan Chung, Rutger Groot, Joost Pekelharing, Johnny Santos, James Amatavivadhana and Douwe Zijp. The Supervisory Board performs a non-executive role, advancing the interests of all stakeholders by supervising and giving advice to the Board of Management.

Developing our business team in Africa

Over the years our brand has grown increasingly strong in Africa, having successfully introduced our tropical range of OP and F1 Tomato, Onion, Hot Pepper, Cabbage and Okra. We have also cooperated with NGOs such as IFDC, 2scale, ICCO to reach out to more farmers, and established product development support activities by our staff based in different locations.

In 2016, we focused on further strengthening our Africa team with the addition of David Wainaina (Business Development Manager for Africa) and Coen Everts (General Manager for East-West Seed Tanzania).

David, a Kenyan national, brings over 16 years sales experience in multiple Central and West Africa countries. “Africa is a huge continent so we have to set clear priorities on the countries where we invest and build capacity, and also the crops and segments we get into,” he said.

David’s primary focus is strategic business development in Africa and then later, operational activities. He realizes the importance of a strong distribution network in this vast continent. “Without a good distribution network we will be very limited, no matter how good our products are.”

Coen took up the reins from former General Manager of East-West Seed Tanzania, Mathé Bastiaansen in October 2016. Coen has more than 20 years’ experience in developing, implementing and expanding growth strategies in challenging conditions in remote markets.

“Our sales are growing rapidly in Tanzania and we need to improve our supply chain, distribution and customer base to keep up with the long-term growth. We aim to strengthen and further support our network of trusted distributors,” he explains.

Africa promises to be an exciting terrain for East-West Seed, where the market continues to expand as farmers realize that paying a higher price for quality seed is a sound investment.



David Wainana, Business Development Manager for Africa



Coen Everts, General Manager for Tanzania, with Sales and Marketing Manager Butwa Godluck at a field day held for farmers and dealers

Seed Business 101



International students gain practical lessons at the Seed Business 101

On 22-26 February 2016 we organized together with the University of California-Davis the first ever “Seed Business 101” course in Southeast Asia. This is a crash-course tailored to professionals who are new to the industry and want to learn critical aspects of the seed business through practical knowledge and case studies.

Held in Chiang Mai, the course gathered 24 international participants, with lectures and practical courses provided by professors from UC Davis and industry experts.

This course was attended by representatives of 10 leading seed companies from Japan, Korea, China, India, Indonesia, Philippines and Thailand.

Advanced Plant Breeding



The first batch of graduates of the Advanced Plant Breeding program

Fourteen plant breeders and researchers from East-West Seed received their certificates after completing an intense two-year Advanced Plant Breeding (APB) course, graduating on June 10, 2016 in Chiang Mai, Thailand after having completed and presented their thesis.

APB is organized by the East-West Seed Academy and focuses on enhancing the seedsmanship knowledge and experience of plant breeders, covering advanced and specialized topics like molecular breeding, genomics and bioinformatics.

Developing talent in bioinformatics



Dr. Pichet Durongkaveroj, Thai Minister of Science & Technology, presided over the handover ceremony held at Kasetsart University. He emphasized the need for cooperation between public and private sectors to promote research and knowledge creation. (3 June 2016)

Bioinformatics has emerged over the last decade as a powerful tool for analyzing and interpreting data to facilitate biological discoveries. Scientists use it to study molecular markers and DNA of plants and animals.

East-West Seed recognizes the importance of bioinformatics for plant breeders in developing new varieties faster, hence we seek to develop talent in this field. In 2016, we donated THB 1 million for the new bioinformatics program at the Center for Agricultural Biotechnology (CAB). The donation will benefit CAB's acquisition of a supercomputer server which will house vast amounts of data for its computational biology program.

“We actively seek cooperation with the academic world to develop talent and help raise the level of agricultural knowledge,” said Simon Jan de Hoop, East-West Seed Vice President for R&D. “I believe bioinformatics is the research field of the future for seed companies.”

Innovating for farmers



We understand the importance of being close to the farmers. This has been a unique strength of East-West Seed over the last three and a half decades - a wide and active field force that interacts closely with customers and a flexible organization that responds quickly to market shifts.

Our never-ending goal is to gain a deeper understanding of our customers, using this precise and extensive knowledge of different farmers across the tropical world to offer them the best products and services.

As we learn more and more about our customers, we realize that there is no homogeneous idea of a farmer. Farmers have different needs and behaviors, varying levels of knowledge and technology, different production systems and climates, market access and opportunities for growth. Our never-ending goal is to gain a deeper understanding of our customers, using this precise and extensive knowledge of different farmers across the tropical world to offer them the best products and services.

In 2016, we hit an impressive 20% growth across the company, thanks to a combination of winning products and stronger partnerships



Mestisa F1



Servo F1



Secada F1



Parade Tavi



Kanton Tavi



Yellow Sweet F1

Hitting a home run

In 2016, we hit an impressive 20% growth across the company, thanks to a combination of winning products and stronger partnerships with our dealers and distributors, as we work towards getting to know our customers more deeply in order to offer them the best products and services.

“Home run products” are products which are not over five years from the date of first commercial introduction, and have reached over USD 1 million net sales for the current year.

In Indonesia, we hit a home run with a strong lowland determinate tomato variety called *Servo F1*, a yardlong bean variety called *Parade Tavi*, and a hybrid corn variety called *Secada F1*.

The hybrid sweet corn variety *Yellow Sweet F1* is big hit in both Indonesia and the Philippines. Our bitter melon *Mestisa F1* is well loved by farmers in the Philippines due to its high yield and intermediate resistance to cucurbit aphid-borne yellows virus (CABYV), a polerovirus also locally known as “namamarako”. Meanwhile, yardlong bean *Kanton Tavi* has been very successful in Indonesia, Myanmar and Vietnam.

In the Philippines we worked on strengthening our partnership with dealers and restructuring the network of distributors, leading to better collaboration.

In Vietnam we reinforced our market activity and presence by deploying more promoters on the ground, so that we can reach farmers at the village or cluster level. We increased the number of promoters by 20% compared to the previous year.

In Myanmar we grew from four to over a hundred distributors, extending our reach to more and more vegetable growing areas of Myanmar.

Building climate resilience

In 2016, we experienced one of the worst El Niño phenomena in the last 25 years, affecting the lives of millions especially in the Asia Pacific Region. Farmers are always in the frontline during extreme weather, disrupting the whole agriculture economy and food production.

East-West Seed set up a task force whose objective is to collect information about climate change and water availability in the region where we operate, and define a specific set of activities that will be implemented in each country.

This resulted to two outstanding initiatives in Thailand and the Philippines.

In the Philippines, we developed a simple but effective brochure that gives farmers detailed information on El Niño, how and where it affects the Philippines, return on investments for alternative vegetable crops using drip-fed irrigation, and testimonials from farmers who were successful in growing crops using drip irrigation techniques.

The brochure also includes a very useful checklist of water saving technologies (and how they work), like mulching, zero/minimum tillage, crop rotation and drip irrigation technology.



What is El Niño?

A weather event characterized by a band of warm ocean water that develops in the central and east-central equatorial Pacific. El Niño is accompanied by high air pressure in the western Pacific and low air pressure in the eastern Pacific. The regions affected receive either too much rain or no rain at all, hampering crop production.

How can we support farmers to cope with El Niño?

1. Encourage farmers to shift to 'climate change ready' hybrid vegetable crops that are easy to grow and consume less water
2. Promote water-saving farming technologies like crop rotation, mulching, zero tillage, drip irrigation
3. Promote eating nutritious vegetables as grain production suffers



El Nino brochure of East-West Seed Philippines



เปรียบเทียบผลตอบแทนพืชไร่และพืชใช้น้ำน้อย

พืชไร่	ไร่/ปี		ไร่/ปี/ไร่/ปี	พืชใช้น้ำน้อย							
	ข้าว	มัน		ข้าวโพด	ฟักทอง	แตงกวา	ถั่วฝักยาว	ฟัก	แตงโม		
เมล็ดพันธุ์, ค่าจ้าง	780	3,000	700	650	900	540	1,000	700	600	300	1,000
ค่าปุ๋ย	1,000	2,000	600	300	500	300	900	900	900	300	950
ค่าเช่า	300	2,000	300	300	500	200	600	600	900	400	900
ค่าจ้าง	750	1,549	376	300	500	200	900	700	900	300	900
ค่าจ้าง (รวม)	4,510	10,549	6,124	400	500	200	700	1,100	1,200	300	1,300
ปริมาณเมล็ดพันธุ์ (กิโลกรัม)	1,000	10,000	4,000	2,700	3,400	1,640	3,700	4,200	4,500	1,600	5,000
ผลกำไร (รวม)	7,200	15,000	8,000	2,000	1,700	8,000	4,000	3,000	5,000	4,000	4,000
กำไรต่อไร่ (บาท)	2,200	2,451	1,876	1,300	1,200	7,360	3,300	2,900	4,500	3,700	3,700
ผลตอบแทน (%)	100-120	270-300	300-366	8	10	8	12	13	7	10	10
ผลตอบแทน (ไร่)	100-120	270-300	300-366	16,000	17,000	24,000	16,000	14,000	20,000	15,000	16,000
ผลตอบแทน (บาท)	13,200	13,600	22,800	20,800	16,800	43,700	36,600	35,400	54,000	54,000	54,000
ผลตอบแทน (บาท)	68-75	64-75	75-95	60-65	60-61	32-51	60-61	32-51	60-61	60-61	60-61
ผลตอบแทน (บาท)	438.24	438.24	616	611.2	640	660	668.13	438.63	438.63	438.63	438.63

เมล็ดพันธุ์คุณภาพดี เพื่อผลผลิตที่ดีกว่า
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Grow with the Drought campaign in Thailand

In Thailand, we launched a campaign called “Grow with the Drought” which supports the government’s call to farmers to shift from field crops to alternative crops. The key element of the campaign is a “magic box” containing seeds of seven crops that are easy to grow, consume less water, fast yielding and make good profit: sweet corn, waxy corn, pumpkin, cucumber, yardlong bean, wax gourd and watermelon. These crops provide a good alternative to traditional field crops such as rice, cassava and sugarcane which need a lot of water to grow.

Over 3,300 farmers in 36 provinces were reached by the program, providing them additional income between THB 3,000-25,000 per crop. The campaign received acknowledgement from Dutch seed industry association Plantum which awarded East-West Seed the CSR Encouragement prize for this program.



Joining forces for seed potato development

“We hope that better use of technology and R&D will increase the productivity and welfare of potato farmers.”

In April 2016, East-West Seed Indonesia and Salim Group signed a memorandum of understanding for a joint venture involving research & development, production and marketing of new types of seed potato.

The signing took place at the Indonesia-Netherlands Business Forum in The Hague (NL). The Indonesian delegation included the president of the Republic of Indonesia, Joko Widodo, the coordinating minister for economic affairs, Darmin Nasution, and head of the Indonesia Investment Coordinating Board (BKPM), Franky Sibarani.

“The main constraint for potato farmers in Indonesia today is the supply of quality seeds,” EWINDO managing director Glenn Pardede explains. “We hope that better use of technology and R&D will increase the productivity and welfare of potato farmers.”

“This joint venture will also empower farmers with better technology, higher productivity and a stable market,” continues Paulus Moleonoto, representative of Salim Group and director of PT Indofood Sukses Makmur Tbk. The national demand for seed potatoes is estimated at 300,000 tons per year, representing a value of 3 trillion rupiahs. The new quality seeds are expected to increase farmers’ productivity to 25 tons per hectare, or twice the average productivity today. An investment of USD 10 million has been made available for the first phase of the project.



East-West Seed International Field day

The East-West Seed International Field Day was organized on 12-15 January 2016 at the Simon Groot Research Center in Chiang Mai and Suphan Buri, Thailand for our international distributors, dealers and growers.

Total visitors in Chiang Mai: **750**

Total visitors in Suphan Buri: **400**

Nationalities of visitors: **25**

Total number of staff involved in preparations: **180**

Total varieties on display: **300**

New varieties on display for the first time: **126**

Chiang Mai highlights: **Solanaceae & brassica**

Suphan Buri highlights: **Cucurbitaceae & papaya**

Most innovative products:

Heart-shaped bitter gourd

Small bottle gourd

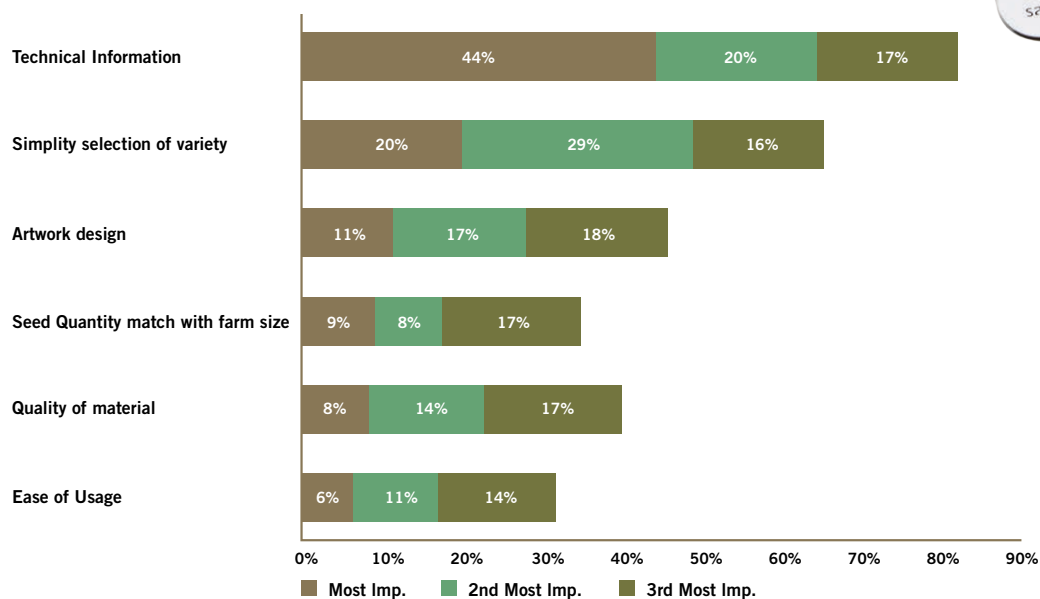
Mini ridge Gourd

Aromatic short cucumber



Go Grow

In 2016 we began developing a new product range called Go Grow to facilitate the first-time cultivation of vegetables and stimulate the increased production of vegetables. This improves on and replaces the Value Pack. This project is significant as it is a first step towards systematically mapping the market, leading to a specific product offer.



What is important to farmers? Our market research revealed that farmers are willing to try cultivating new vegetables provided that barriers to entry are low, that they can get access to a selection of easy-to-grow varieties with good market potential, and that they can receive more information on how to grow the varieties.

Go Grow is an expression of East-West Seed's commitment to serve farmers. It is a tool to provide vegetable growers with quality seeds + knowledge that will help them grow better crops.

Go Grow's target group includes both non-expert farmers (home farmers) and professional farmers with expertise in other crops (e.g.: field crops) who may want to try a vegetable crop and have limited knowledge on the required cultivation techniques.

We now offer these farmers high-quality seeds (seeds with good purity, germination and disease resistance) and the knowledge they need to succeed when cultivating new vegetable crops for the first time.



Unique features of Go Grow

Easy-to-grow products with good market potential. The Go Grow range is a carefully selected and targeted product range including easy-to-grow (e.g.: drought tolerant) vegetables with strong market potential.

Important information. Go Grow is the only vegetable seed package in our markets that includes a card with information on cultivation (sowing, spacing, watering, fertilizing, protection, planting and harvesting calendar, a graphic representation of the planting bed and trellising)

QR code linking to an online Plant Doctor service to help farmers manage issues with pest and diseases when they arise

Nutritional information

Connecting with the downstream market

The value chain continues to be a subject of interest for East-West Seed. We are taking small, measured steps in understanding and connecting with the downstream market by introducing new, innovative varieties to vegetable consumers.

The value of this exercise for us are the learning and insights gained from this new channel, giving us a peek into what the downstream market could bring us in the future.



Purple Sweet corn is available in a few pilot stores in Metro Manila, bearing a special logo aimed at attracting urban consumers with the health benefits of the antioxidant Anthocyanin.



Knowledge Transfer

East-West Seed has long recognized that quality seeds and farming knowledge go hand in hand to make farmers successful. By bringing knowledge to farmers, we create an opportunity where the company can develop new markets.

The company founded its first extension activities in the Philippines in 2000. Since then, teams have been established in Indonesia, Thailand, Myanmar, Cambodia, India and Tanzania to share knowledge on improved vegetable production practices with smallholder farmers.

As extension activities continued to increase, a group Foundation was set up in 2015 to harness the collective experience of the extension team. In 2016, the Foundation was renamed Knowledge Transfer to give a clear indication of its activities, while at the same time identifying its link to the commercial side of the company.

The goal of Knowledge Transfer is to develop future opportunities for the company by laying down the environment and stimulating market growth through farmer training. million has been made available for the first phase of the project.

By bringing knowledge to farmers, we create an opportunity where the company can develop new markets.



New energy and commitment

New leadership at the East-West Seed Knowledge Transfer promises to bring energy, commitment and stronger linkage between the company's core business activities and knowledge transfer.

East-West Seed Supervisory Board member Rutger Groot was appointed in 2016 as Chairman, heading a board composed of former Dutch Ambassador to Thailand HE Joan Boer, former EWS CEO Joost Pekelharing, and current EWS CEO Bert van der Feltz. Stuart Morris as Executive Director oversees and connects all extension teams in various countries.

Rutger Groot chairs Knowledge Transfer, focusing on a stronger linkage between the company's core business activities and knowledge transfer.



Stuart Morris as Executive Director oversees and connects all extension teams in various countries.



Making an impact

Kong Sa Em, 35, lives with her child and extended family in the Or Soeur village, recognized as one of the poorest areas in Cambodia, situated around 52 km outside of Banteay Meanchey city. Em previously had an annual income of USD 125 which she depended on highly to pay for all the family expenses.

A few years ago World Vision and East-West Seed started a project and selected Em as one of their target farmers. Em was given the opportunity to learn how to grow chai sim on a 1500m² demo farm. With this knowledge, Em invested around USD 130 on land preparation, fertilizers, seeds, fungicide, insecticide, and electricity for her own farm. At the end of the first harvest, she received a net profit of USD 295. Compared to her previous annual income, this has more than doubled, after just one crop cycle.



Cambodian farmer Kong Sa Em, 35, discovered fantastic income opportunities in chai sim



How KT works

Knowledge Transfer (KT) seeks to increase the income of smallholder vegetable farmers by sharing the knowledge and skills needed to improve their productivity. We organize practical training sessions and support field demonstrations showcasing profitable and sustainable production practices.

In 2016, Knowledge Transfer had a direct outreach to 43,126 smallholder farmers. To leverage complementary skills and resources, Knowledge Transfer cooperates with like-minded partners from development agencies and government institutions.

Knowledge transfer activities focus on:

- Sustainable and profitable solutions which enable smallholder farmers to grow their business
- Demand for higher quality inputs; leading to the development of competitive input markets (resulting in equal opportunity to other seed companies and suppliers of related agro-inputs)
- Long-term economic development in rural communities
- Better access to high-quality and safe-to-eat vegetables for consumers

Full of enthusiasm, Em then planted cucumber in the second crop cycle. After about one month she was able to harvest this new crop, and received a net profit of USD 545 for her efforts. These successes boosted her confidence so much that she started to produce multiple vegetables in the third crop cycle such as bitter melon, yardlong bean, ridge gourd, and lettuce, next to the chayote and cucumber.

Despite starting as one of the poorest farmers in the community, with her new knowledge Em has developed into a key farmer supporting others like her with advice gained from her experience in the project. Many villagers visit her farm to learn from her techniques. Em is very happy to know that she is able to pass the knowledge that has been shared with her onto others. Her living standards have also drastically improved now. Her increased income has enabled her to build a small kitchen for her family and buy a motorcycle. She hopes to learn more about vegetable farming and grow her business.





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