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Seed Co actively contributes to community development through a focused Corporate Social Responsibility (CSR) strategy, aligning its efforts with the core of its business. The company's CSR initiatives are primarily driven by a policy that focuses on education, health, and socio-economic development. These contributions are executed through various channels, including direct assistance and capacity-building programs. The company routinely supports communities through donations, such as donating maize seed to various community-based organizations and compiling lists of organizations to benefit from CSR demonstration seed. Furthermore, the focus on socio-economic development involves "initiatives aimed at eradication of poverty and ensuring that the beneficiaries are self-reliant", which is supported by partnering with the Agronomy Department to offer extension services for funded projects, thereby providing crop production and capacity-building support within farming communities.

Driven by its mission to breed seed, feed and lead in Africa, Seed Co visited Jairos Jiri Vocational and training centre as well as

SEED CO, SEEDING SEEDS OF HOPE IN THE COMMUNITY ALL YEAR ROUND

NEXT STOP, WINTER WHEAT WITH SEED CO

Khayelihle childrens village in Bulawayo, Zimbabwe to discuss areas of collaboration and assist them in running their Agriculture projects in a sustainable and profitable way.

During this trip, Seed Co conducted a sugar bean planting discussion with the members of the Komani irrigation scheme in Umzingwani, Matabeleland South, Zimbabwe. Komani Irrigation scheme is one of the Seed Co sponsored Village Business Unit (VBU) which was set up in partnership with the Ministry of Lands, Agriculture, Fisheries, Water & Rural Development to capacitate the local community with irrigation facilities and farmer training programs that promote farming as a business.

In addition to the above, Seed Co also visited Esigodini Agricultural college to see the progress of the early maturity maize varieties established (SC 555 & SC 419) and sorghum. The visit ended at Biano Farm a well known silage farm that specializes in breeding Simmental cattle, that grew a dry-land crop of SC 719 for SILAGE.

A Pivotal Force in Zimbabwe's Wheat Productivity

Seed Co has played a critical role in bolstering Zimbabwe's wheat industry over the years, significantly impacting both the quantity (yield) and quality of the national crop. The company's strategy revolves around an integrated approach that combines advanced breeding programs with extensive farmer support, ensuring superior genetics are matched with optimal agronomic practices. Driving Up Quantity and Yield.

At the core of Seed Co's contribution is its specialized wheat breeding program, which is primarily aimed at helping growers maximize productivity and profitability. This focus has led to the development and registration of superior, high-yielding, and widely adaptable varieties, contributing directly to the nation's food security. Driven by customer centricity and focusing on future customer needs and preferences Seed Co's breeding program continues tirelessly to release **NEW wheat varieties**

colour as well as enhanced yield potential and resilience. This variety is now available on the market and farmers are encouraged to embrace it in their cropping programs for the 2026 farming season.

Good genetics from Seed Co provide the essential blueprint, offering traits such as high-yield potential, disease resistance (e.g., against rusts), improved stress tolerance, and superior grain quality. These inherent qualities are then unlocked through good agronomic practices: precise seedbed preparation, balanced nutrient management (especially nitrogen), timely weed and pest control, and efficient water use. Their varieties are designed to thrive across various climatic and geographic conditions, offering solutions for farmers across different agro-ecological regions, provided other variables like irrigation are met.

Beyond maximizing yield, Seed Co is dedicated to improving the end-use quality of the wheat-a crucial factor for the milling and baking industries. Their research aims for the "rare fit" combination of high yields and excellent baking qualities that include gluten, test density and protein content as stated in the attributes table

Variety	Key Traits
SC W9104 (NEW)	High yielding variety (± 10.5 t/ha) Medium to late maturity (± 145 days) Excellent tolerance to rust diseases including yellow rust (stripe rust) Good milling and baking qualities including white flour, high protein content ($>13\%$), High Falling number (>390 seconds), High Wet Gluten content ($> 28\%$) and high test density ($>80\text{kg}/hl$) Moderate plant height (± 88 cm) for good standability Red grained with 1000 kernel weight of 46g
SC Nduna	A high-yielding variety with potential of up to 10.5 tonnes per hectare. Medium to late maturing, offering stability with late plantings. Adapted for soils with medium to high clay content. Offers moderate tolerance to Leaf Rust and Powdery Mildew. Known for good milling and baking qualities, with a grain protein content typically at or above 12%.
SC Select	A very high-yielding variety that can achieve up to 10.5 tonnes per hectare. Widely adapted, yielding high across all agro-ecological zones. Medium maturing, reaching physiological maturity in 135 to 140 days. Resistant to current Leaf Rust pathogens. Excellent milling and baking qualities, with protein content at or above 12.7%.
SC Serena	Another high-yielding variety, with a potential of up to 10.4 tonnes per hectare. High-yielding across all agro-ecological zones, especially suitable for middle and low-yield areas. Late maturing, typically taking 145 to 150 days to reach maturity. Resistant to current Leaf Rust pathogens. Characterized by moderate plant height, aiding in good lodging resistance.

In line with continuous improvement aimed at addressing changes in customer preferences hinged on over 85 years of experience, Seed Co is introducing a new wheat flagship variety, SC W9104. This blockbuster variety was bred to mitigate the effects of new diseases such as stripe rust (yellow rust, now prevalent in Zimbabwe), bring higher adaptability to environmental vagaries like warmer winters and especially to meet new consumer preferences, including superior white flour

The true measure of Seed Co's contribution lies in the trust and success of the farmers who plant their seed. While specific yield records for wheat farmers are numerous, the consistent messaging from the farming community (on various media platforms) across Seed Co's certified seeds highlights their overall satisfaction on Reliable Performance. Farmers commend the high standards of the certified seed, with one noting, "The Variety lived up to its expectations on disease tolerance, uniformity and yields. Hats off please keep up the sterling work in Zimbabwe".

The success with high-yielding Seed Co varieties is seen as a driver for national prosperity, with a farmer commenting that the company's standards "will give our nation its pride back, of being the bread basket of Africa". In essence, Seed Co supports farmers as "economic partners," providing not only certified, high-quality seed but also the agronomic guidance necessary to realize the full genetic potential of their crops, thereby strengthening the entire wheat value chain in Zimbabwe.

