



Mediterranean fruit fly on a Biofeed device (Nimrod I.)

A Leap for Pest Control!

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Dr. Nimrod Israely
Founder and CEO of Biofeed Ltd. and The Fruit Fly Research Institute, Keynote Speaker

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It used to take days and even weeks before a mail arrived to its destination. Today we send an email or WhatsApp and get it instantly.

It used to take weeks and even months to build your own internet site. Today we use WordPress or WIX to make the site that we dream of within hours.

It used to take 10 years to develop a new pest control product. Today Eh ... Eh ... Eh ... it still takes the large agrochemical companies 10 years to develop a new pest control product, and **you can't** even expect them to develop 'on demand'.

The world is changing fast, but little, if any, has been changed in the pest control arena. The huge multi-billions companies still develop what they can, instead of what the market (farmers) needs and wants. It still takes them 10 years with a price tag of about \$ 250M to produce a 'new pesticide', applied by spraying.



Messaging



Well, at Biofeed we believe the answer is a clear **YES**. In fact, Biofeed Ltd. is doing just this in the last few years, managing to develop one or more 'on demand' products each year!

Until recently Biofeed focused mainly on Tephritidae, i.e. fruit flies. Biofeed develops non-spraying products using lures to control pests by Attract & Kill. Using GCFR technology we manage actually eliminate the pest problem and reduce 98% of the spraying for that pest.

At Biofeed we do not put a Band-Aid on a fracture. We actually solve it!

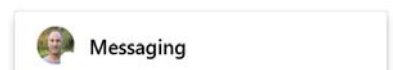
All of our products are characterized by the ability to continuously and effectively control pests for at last 200 days under normal circumstance (and can hold for at least 150 days, even in the warmer environments and drier places), and with zero health or environmental impact.

In the table below, I summarized the rapid product development by Biofeed Ltd. All products until 2015 are licensed in Israel, while the 2016 is currently in the process of being licensed. Note that the rapid development was done alongside with the development of the core technology.

Biofeed is now starting to seek distributors worldwide but is also continuously seeking new areas to enter. We have now started to develop into the Culicidae (mosquitos) control area and our first target is the infamous *Aedes aegypti* mosquito known for being the carrier of the currently fast spreading Zika epidemic, but also many other diseases.

In the table below, I summarized the currently anticipated new products, all of which are already under different stages of research and development at the Biofeed labs:

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Biofeed founder and CTO

for more details see [Biofeed site](#) (push)

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Also biological control, but not only. I believe mostly eco-friendly solutions based on semio-chemicals

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You are right, the farmer in China have limited knowledge about biological control or green way to control pests.

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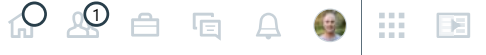
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