



1 Year For Product Development - The Unbelievable Emerging Standards

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Do you have or know of a pest control problem in your farm, country, customers, suppliers...? Somewhere along the supply chain I am sure you have.

Did you ever say to yourself *'I wish I could get rid of that pest'* or maybe something like... *'I wish there was something better than those horrible / costly / non effective /environmentally hazardous pesticides'?*

Biofeed is challenging the pest control industry, offering a development of non-spraying pest control products, with 50 to 90% higher efficacy (vs. spraying) and a development period of 1 year. Sounds ridiculous, unbelievable, impossible? Read my story...

About 3 months ago I published an article holding the title

" Biofeed Invites You To Create... "

in which I explained why Biofeed is changing a paradigm and how it is going to be done. In this article I present a breaking through project we are working on, for which we were chosen by the Israeli Innovation Authority. Here is how we developed a non-spraying pest control product for a worldwide pest within **less than a year**.

Messaging



At the end of 2015 Biofeed won Israel-Canada 'Grand-Challenge 2015' competition. We challenged the impossible; to develop a non-spraying, effective pest control product for the control of the worldwide notorious pest; the Oriental fruit fly, *Bactrocera dorsalis*, also called *B. invadens*. This pest is the most destructive to the fruit and vegetable industry in India, Africa, parts of China, across the pacific, etc. Under current spraying and traps control regime infestation often range from 40% to 80%. It is even hard to imagine how farmers manage to survive under such conditions.

It took more than a few months before we received an initial budget and were able to launch the project and finally on November 2016 the project was launched. We run lab experiments pursuant to a novel protocol developed by the Biofeed R&D team.

The Biofeed patented technology, know-how and years-long experience, the result of 15 years of development and expertise, proved itself and within no more than 5 months we managed to develop a bait, based on the Biofeed GCFR patented technology, that targets both male and female *B. dorsalis* (today's traps target males only).

At the beginning of the project we set a target to reach within 1 year a Beta product able to create an 80% decrease in fruit infestation using ca. 20 units per hectare. The first product is designed to effectively work for 150 days, while in the future we will endeavor to extend it to a year-round solution.

A week ago - only 6 months from the project launch - I visited India to initiate field trials together with our Indian research partners from Kempmann Bioorganics LLP. – months ahead of schedule. Infestation potential in the mango orchards is significant and can easily reach 30% in the coming weeks and exceed 50% after May. In less than 10 weeks from now we will have sufficient data to indicate fruit infestation rate and hence our level of success.

Doing so we will mark the following milestones in the history of Biofeed and set new standards for the entire pest control industry:

1. Non-spraying products.
2. More effective than spraying.
3. Product development within 1 year.
4. Less than 30 units per hectare.
5. More important than all: A sustainable solution ensuring clean and healthy food production for our next generation.



Messaging



no job so far...

p.s.: prior to the above described development Biofeed has developed (and later registered) several products within a time frame of 6 to 12 months. See "A Giant Leap for Pest Control?"

Dr. Nimrod Israely,
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Currently the greatest drawback of natural repellents is not their lack of efficacy but short duration of action. To be useful say, in bed nets or even for hikers/outdoor workers then a longer duration of action is required. That is not to say though that they are not useful for people who are not willing or able to use pyrethroids and are being exposed for short periods of time.
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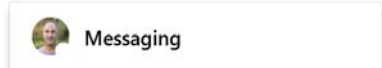
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