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## A Roadmap to Agribusiness Success In The 21st-Century

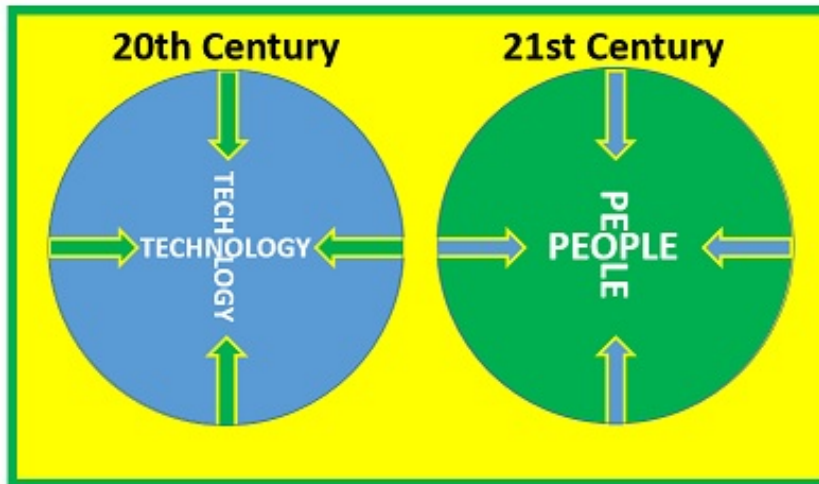


The 21<sup>st</sup> century is extremely different from anything we knew before, and not only because of the 'usual suspects' such as communication and technology or access to information.

While the focus of the 20<sup>th</sup> century was - Technology, the 21<sup>st</sup> century is shifting the focus from the machine to the individual himself.

That change of focus has huge implications on everything we do, on our everyday activities in every possible way we can imagine.

In this article, I will present this 'change of focus', with examples and possible implications on the agriculture sector.



### THE 20<sup>th</sup> CENTURY

This was a century of scientific and technological discoveries that changed the world.

As a result, People started to think, feel and imagine that everything is possible, and adopted that mode of thinking to his behavior—

*"We can do everything. Just a little more research, some more technology and we will overcome and solve this problem too. Everything is possible through technology".*

**"In technology we trust"** became the top motif.

The typical approach becomes - *"What a beautiful technology! Now let's see what can we do with it for you?"*

### **Three examples reflecting the 20<sup>th</sup> century:**

**1. DDT** - The discovery of this chemical in 1939, as a super-effective insecticide, opens an era of crazy growth for chemical companies. DDT was the King!



DDT spraying.

I remember how, as a young farmer, in the 1980s, my pesticide warehouse was full of materials and every year a few more products were added.

The feeling was that there was no harm or disease that we could not eliminate with a little more chemistry, another new product, more research, etc.

It seemed as though the chemistry solved the world Plant Protection problems.

When I was advised of a certain pesticide, I was always told; "use this insecticide because it kills several pests at one time".

No one thought to indicate what an effect it has on me.

Total technology-focused.

**2. Atomic Bomb** - The world's best scientists produced the first atomic bomb, and 'man' immediately uses the new, uninhibited technology.

Even the names of the bombs dropped on Hiroshima ("Little Boy") and Nagasaki ("Fat Man") symbolize the uninhibited vision of using this technology.



Workers prepare the *Fat Man*, the implosion bomb that was dropped on Nagasaki in August 1945.

**3. Electronic tracking technology (after people)** - The field of electronics is improving rapidly.

At its beginning, only a few thought that this technology would be utilized by intelligence agencies for monitoring organizations.

In some countries, such technological capability became an extreme aspiration to monitor every person on our planet!

This indeed was the age of technology.

\* Note that the 3 examples were perceived as necessary and maybe even positive at the time. Today all three are viewed in a negative light.

### **Three examples reflecting the 21st-century:**

On one hand, technological development is intensifying during the 21<sup>st</sup> century.

On the other hand, the X and Y generations, who set the world's agenda, focus on the **individual** and the **environment**.

Generations X and Y remind us that technology and leadership are made to serve the individual and not the other way around.

The perceptual change in understanding one's place in relation to technology is revolutionary.

This new concept will impact and shape our lives more than anything in the decades to come.

Top motifs: **Me, My Career and Family, My Comfort, My Health, The Environment.**

Typical behavior: "*It's uncomfortable. It's not a good product for me/us.*"

\* Note, in the 21st century The Green Movement has become an integral part of the mainstream political parties.

### Three examples reflecting the 20<sup>th</sup> century:

1. *iPhone* - The *iPhone* didn't contain any technology that was not there before.

However, the *iPhone* is first and foremost a smartphone that is – easy-to-use, convenient and personal (even before Siri).

For that reason, we fell in love with it, and within no time, companies such as Nokia have become 'history'.

This is the change Steve Jobs has brought us; use the technology to bring the user the **interface** and the **feelings** that he/she is the center, not the technology.

After the first, second and third *iPhone* generations were launched, Nokia had advertised presenting its 'technological superiority'.

Nevertheless, at that point, nobody really cared, and people kept on buying iPhones for 10 times the price of a Nokia phone.

Convenience won over pure Technology big time, and it will continue to win over and over in the upcoming years.



**2. Automobile industry** - there is almost no automobile company that does not offer an electric or hybrid vehicle.

That represents well the increasing environmental awareness of us all.

Furthermore, the autonomous vehicles that will enter our lives in the coming years represent a great mobilization of technology for the user's comfort and safety.

Again it is the technology in the benefit of humans and not pure technology.

**3. Healthy Food** - both the price and quantity of healthy food have made a huge leap in the past few years. McDonald's healthy meals are a great example of that change. What a change!

### **What That Change Practically Means For Agriculture in Developing Markets?**

Africa and Asia USP (Unique Selling Proposition) -

While the West will continue to lead in technology (I do not recommend competing in this area), I believe that the public sentiment will shift towards developing countries.

This sentiment can serve as a significant competitive advantage for those who will get ready and properly use it, mainly in the agricultural sector and mainly by planning the marketing strategy, and acting upon it now.

For example,

Western agriculture relies heavily on the use of chemical fertilizers and pesticides.

Both are expensive; require a great deal of knowledge and technology.

At the same time, fertilizers and pesticides are also harmful to the environment and public health.

The West will have a hard time changing this practice because of its advantage (and the companies' income money) stems from it.

The less developed countries can use in their favor the fact that the developed countries' heavily rely on the use of fertilizers and pesticides.

#### **How?**

By using less or no fertilizers and pesticides, and hence benefiting from the public increasing demand for healthy fresh produce grown in a sustainable, sound, and healthy environment.

Marketing fresh produce grown with less or no fertilizers/insecticides increases its value in the eyes of the consumer.

This will **turn the technological lag** (in fertilizers and sprays) of developing countries **into a sustainable marketing advantage**.

We can add two more characteristics that favor farmers of the 'less developed countries':

- \* They are considered 'Exotics', and so is the produce they grow. Therefore, consumers are ready to pay more for it.
- \* There is a public genuine desire to help and support such farmers.

In marketing '*public opinion*' and '*public sentiment*' is everything.

If this is indeed the key to public marketing (and it is), then there is nothing better than Marketing the concept of - healthy fresh produce, free of chemicals, free of pests, coming from 'Exotic' countries/farmers.

This is a powerful unstoppable win-win-win sustainable business and marketing combination.

### **Get Ready For Future Opportunities; Not For The Ones You Have Lost**

The 21st century presents new challenges and new opportunities for those who will realize it in a timely manner.

If you want to succeed - focus on the **opportunities** and just do what it takes to use them to the fullest!

For the developed countries, this approach is the continuation of the existing route.

But, for the less developed countries, the coming change is a welcome one and it provides an opportunity to close existing gaps, as well as perform leapfrog and take the lead in some key areas.

Food, and therefore agriculture, is the hottest field in the decades to come, affecting the lives of hundreds of millions and critical to the lives of all inhabitant of our planet.

Western countries and China have the money, but not always the patience or vision to take advantage of the coming changes.

Developing Countries have the farmers, the natural resources, and the patience required to grow a tree that will yield many high added-value fruits.

This is the time to use the 'green' and eco-friendly competitive-advantage for building a better future for African and Asian farmers and changing the state's status from Food Importer to Food Exporter.

Hence, farmers and farming are no more 'the problem', but 'the solution'.

### **Biofeed Leadership**

Biofeed is a pioneer in understanding the macro-economy situation and mechanism.

Hence, we bring, on-demand, the appropriate technology, and marketing solutions you wish to implement and use in order to make the change from Food Importer to Food Exporter.

Biofeed's GCFR patented technology, enables to solve the two main Plant Protection problems of our time;

- (1) High-quality Plant-Protection to our crops/produce, while simultaneously
- (2) Giving total protection to our health and environment.

As if this is not enough, the 'farmer' is at the center of the solution and the activity.

The Biofeed *FreeDome* presents, at its best, the concept of placing the 'Farmer' at the center.



Biofeed's *FreeDome* opens the gate for Biofeed's *Green Valley* initiative [>> link <<](#).

*FreeDome* is first of all safe to use. It is also equally easy to use, presents the highest efficiency, labor and cost savings, and harmless to non-target organisms.

That is not all. We started developing *FreeDome* while thinking about the huge added marketing value it will create for the farmer.

Understanding the 21<sup>st</sup>-century public demands we know that 'just' giving an effective solution to plant protection issues, although it is a dramatic leap forward, is not enough.

We had to make sure we will also answer the public demand for zero chemical-residues, and so we did it.

### **Biofeed Went the Extra Mile; The Marketing Activity**

Most people and nations, unfortunately, will fail to gain any marketing benefits that are becoming available by using *FreeDome*.

Commonly it means that they are about to 'lose' very high percentage of the potential economic benefits.

Biofeed's *Green Valley* takes the technological benefits of Biofeed's *FreeDome* and turns them into sustainable competitive **business and marketing advantages**.

Turning sustainable technological advantages into sustainable marketing advantages is a result of a deep understanding of the historical changes our society is going through, in order to better meet consumer demands and desires.

To summarize, the 21st century in the agri-sector means – intensification of growing crops, safer for all, healthier, a user-friendly (farmer), and finally - creates higher value for the farmer, the nation and consumers.

*For a greener world  
Free of sprays  
Full of joy*

See you soon,

Nimrod



**Better produce... Better future... Biofeed...**

**P.S.**

To my African friends. This is to let you know that AGRF – Africa Green Revolution Forum, is taking place on 3-6 September 2019, at Accra, Ghana.

I will join the event as part of the Israeli Delegation. I extend my invitation to you to take part in the event.

As much as time permits, I will schedule face-to-face meetings with anyone interested. My only request is, let me know in advance so I can keep a slot for you.

**P.P.S.**

How do I become a Biofeed *Green Valley* member?

There are several necessary steps before we can launch a *Green Valley* program in your country.

These steps include:



1. Biofeed *FreeDome* regulation, adjustment to market needs and conditions, and marketing.
2. Direct contact with the central government. Biofeed-Government establishment of a joint work plan according to the government's vision.
3. Launch of the *Green Valley* program

That is it; easy and fast! Isn't it simple with [wonderful results](#)?!

### **P.P.P.S.**

It is good to keep in mind that –

1. Biofeed *Green Valley* focuses on **National Projects**.
2. Biofeed *Green Valley* is about promoting **exports** to high-value markets.
3. *Green Valley* is not a charity program. It is **business-oriented**, which is exactly why it will do well.
4. *Green valley* – brings an added value to all by combining the needs of countries to advance their agriculture and market-demand for more high-quality fresh fruits.
5. In *Green Valley*, we add the Israeli ability to help farmers grow higher-yields and higher-quality.

But that is not all.

3. *Green Valley* emphasizes and focuses on growing for Export Markets!

So the exporting countries will also see a flow of foreign currency, which is so needed.

Here is some more about Biofeed *FreeDome* and Biofeed *Green Valley* [>> link <<](#).

### **P.P.P.P.S.** - Frequent asked questions (FAQ) –

\* **Will I need to pay before start marketing?** Yes. Regulation and Marketing takes time and costs money. Besides, there is a payment to Biofeed according to our standard distribution agreement. Although Biofeed's investment in time, knowhow and goods is substantial, you practically get it for free and the only payment to Biofeed is for future goods order.

\* **How much time does it take until the regulation is over?** Well. That varies between different countries. Our shortest experience is 4 months only, but in some places, it may take years. You should find out the situation in your country before contacting us.

\* **I have no prior experience as a distributor, can I still be your distributor in my country?** Yes. Biofeed unique method of marketing and distributing enables investors to work with us even with no prior experience as distributors.

\* **I have no money. Can I serve as Biofeed's distributor?** Yes, if you manage to get the required financing that is required.

*\*\*\* Change begins with a decision that the existing reality  
is a choice and not a decree of fate \*\*\**

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