

Nimrod Israely

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אל: Nimrod
נושא: Africa Is On The Move [and on the right direction]

Dear Nimrod,

So great to see Africa taking care of its own future!

African Green Revolution Forum (AGRF) is a remarkable sign for that.



WOW, unbelievable and so exiting...

Former British Prime Minister, **Mr. Tony Blair**, at the *African FreeDome* (special formula) launch on Sept. 7th, 2018. Holding the *African FreeDome* with his left hand while shaking hands with Dotan Peleg, our Head of Business. The event took place during the AGRF in Kigali, Rwanda.

In the past year, I have learned to know Africa better than ever before and in a very intimate way.

Biofeed began 2018 with the humble aim; after an early beginning in India to have a single **Initiation Phase (IP)** in Africa.

We were wrong. The huge demand made us push ourselves to the limit, with **3 IP projects** within 6 months in Africa (in addition to the ones taking place in India).

What people are not aware of is how much effort, time and financial investment it takes from Biofeed to pull out a single successful *IP* project.

This year we were fortunate as all our IP projects were successful!

How successful?

Well, often I am asked; 'can you promise me it will be a successful project'? My answer is always the same;

No. With so many scientific unknown factors this is impossible and would be foolish of *me* to *promise such a thing*. *But, this is exactly why we have the Initiation Phase project.*

However, I do promise you, that Biofeed will do everything within its power to turn this into a successful IP project.

*If we manage to reduce infestation, without the use of sprays, by 50%, we see it as a **very successful and desired result!***

Now, to judge by results of the past year; we managed to achieve very successful results. Yet, as a good and honest team of scientists, we can never promise *success* in advance, in a project that requires development!

In two African *IP* projects, we confronted a mixed fruit fly double-trouble population of *Bactrocera dorsalis* and *Ceratitis cosyra*. In a third site it was a triple-evil fruit fly population; *Bactrocera dorsalis*, *Ceratitis cosyra*, and *Ceratitis capitata*.

This didn't come easy.

We had many sleepless nights, but finally, we managed to accomplish all *IP* projects extremely successfully.

That means reducing fruit fly infestation by over 90% versus the starting point. Needless to say, without fruit fly sprays.

After so much effort and successful projects, we were so happy when we heard that **Start-up Nation Central** (SNC) choose Biofeed to represent Israel's AgTech in *African Green Revolution Forum*, together with only 2 more companies.

Instantly it became obvious that AGRF is THE event to officially launch our *African FreeDome* solution for fruit fly control.

However, we were not expecting what came next...

As Former Prime Minister of England, Mr. Tony Blair, was present at our launch event.

Thank you, Mr. Tony Blair, for taking the time and effort. We are grateful!

It was only a year ago when we had PM of India, Mr. Modi, launching the first-ever *Bactrocera dorsalis* formula, and PM of Israel, Mr. Netanyahu, launching the first mixed *FreeDome* formula for *Bactrocera zonata* and *Ceratitis capitata*.

So please tell me, how much more fortunate can we get? But more importantly, when we are fortunate, millions of farmers are on the verge of becoming much more fortunate!

We appreciate the endless support of so many good people who have helped us reach those moments and facilitate the meetings with the above 3 Prime Ministers.



A message to The Leaders I recorded some months ago; [Leaders; act now, don't wait \(video\)](#).

And what next for Africa?

As much as we concerned, 2018 is **not over, yet**. Africa is HOT! Be ready for surprises and good news.

Biofeed sees it self-situated at a historical position to take the lead and help African leaders move forward their agriculture sector.

We want to be there to help you move not by inches but by miles. We want to be the ones who help Africa do its Frog Leap into the future.

We want to see African farmers export to the West, and export a lot of high-quality fruits and vegetables, free of spraying.

Regards,



Nimrod

P.S. There are those who wait. They achieve little (if any), but they never have any mistakes. Then, there are those who dare and act. They do mistakes, but they are the ones who change the world. Which one are you?

P.P.S. We are almost done finalizing plans for 2019. Make sure to contact immediately to schedule our mutual activities for the coming year.

P.P.P.S. You want to be part of a great change, part of a coming wave of spray less pest control? Contact Dotan, our Head of Business, and ask to be part of Biofeed-India by making an investment. Connect your vision and your business.

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