

Nimrod Israely

מאת: nisraely=biofeed.co.il@responder.co.il בשם Dr. Nimrod Israely
<nisraely@biofeed.co.il>
גשלה: 08:53 2018 שבת 29 דצמבר
אל: Nimrod
נושא: What Do We Have To Lose? [just about everything!]

[press here](#) to watch on the web

Hi,

The world is losing the battlefield and left the orchards and fields to **fruit flies** wins. The fields of farmers across Africa and Asia (in the Americas and Europe situation is bad, but not as bad) are under constant attack by fruit flies, and those are destroying the crops.

In Africa and in Asia, where 75% of the world population lives, one fruit out of two is damaged and lost due to fruit fly infestation.

Fifty percent (50%) of the fruits, as well as many vegetables, are lost. Such food loss is one of the prime reasons for food shortage and low income in those areas.



Already by mid-May 2018 seven (7) fruits out of 10 are infested.

This takes place while and in spite of broad usage of every possible chemical spraying, traps, biological control, GMO, genetically modified flies (sterile insect technique, SIT), physical control (nets), etc. to protect and fight against the fruit fly.

As a result, the value of crops is diminished and the **income** of farmers is reduced not by 50%, but by **over 90%**!

The sad fact is that we already have hundreds of approved and regulated products for the control of fruit flies around the world.



Many kind of fruit fly control measures

Now, wait a moment. Did you just say that we already have many regulated and approved products for fruit fly control, and yet farmers suffer tens of percent of fruit damage and loss of income?

Yes!

Stop. Please explain to me how can it be?

First, the products are approved and regulated even when their effectiveness in the field is low.

Second, farmers have limited access and education as to better and more effective tools and methods.

Look around you, it's a fact!

If spraying were effective, as we would like to see, we would have no reason to spray twice a year for the same pest and we would not be in a situation where too often even over 50% of fruits, especially in Africa and Asia, are infested by fruit flies.



Tomato damaged by fruit flies.

So what is the practical meaning of regulation and why do we need such regulation at all?

Good question.

In the past, there was no regulation over pest control products.

Regulation was introduced when it became obvious that many chemical molecules are dangerous and affecting the health of humans and damaging the environment (those includes killing non-target and beneficial organisms).

Surprisingly, even with classical biological control, it became clear that the introduction of one organism or GMO to other geographies than its origin might cause huge damage to the ecosystem.

Those resulted, among others, brought the introduction of very strict regulation over pest control products.



Strict regulation.

Well, so the introduction of the regulation sounds good, it should protect us. So what is the problem?

Yes, it is good.

The regulation came to protect the ecosystem and the people, which is us, and the environment, from chemicals and organisms that may be dangerous and damaging the environment and us.

However, today regulation became so strict and indiscriminate that it relates to **all solutions and all products as dangerous.**

It means that independent from the introduced solution, it may take years and millions of \$\$\$ to go through regulation with every new pest management solution.

That creates a situation where only the big, well-financed, companies can take a product through regulation, while small innovative companies have no chance.

With little innovation and low effective solutions it is the farmers and the less developed countries that are paying the price of high infestation, low produce quality and hazardous use of chemicals.



Big chemical companies.

And who are those 'big, well-financed companies'?

These are obviously the big agro-chemical companies, the ones who sale chemical sprays, the same type of technology and products that are not bringing high protection results and which, in spite of the regulation, still are dangerous to the environment and us.

Well, still, what is wrong with this regulation issue? I simply get better protection for the environment and myself.

Not really. It is practically the other way around.

First, let us agree (based on facts) that what is in use today, i.e., mainly chemical spraying, is not good and not sufficient because of its potential harm to us and the environment and low-quality results.

Once we agree on that we need to ask; *"if not spraying what other alternatives do we have?"*

Well, the common best answer for that would be; *"I don't know"*.

But, I have to add that *"better solutions grow where there are an open-market competition and no barriers or market protection!"*

Better lives, better products, better price, better results appear where there are **truly** open market competition and fewer barriers.

One of the signs is when you start seeing many startups and new companies introducing new ideas and solutions.

Remember the communication companies 50 years ago? It was highly regulated, very complex and expensive, not easily accessible (plus low quality).

Thanks to competition, today there are many devices and solutions companies, the market is diversified and there is no single solution for all. Consumers and users gained better service, quality, accessibility, and pricing.

Overprotection, over-control, and overregulation are as bad, as dangerous, and maybe even more than too little. Plus, those are expensive to users.

When we make no differentiation between chemical spraying methods to 'Green' harmless methods, we are in practice stopping the **Green Evolution** and giving an edge to existing (ineffective) products.

*The regulation is practically discriminating and **preventing** the introduction of new methods and solutions.*



Regulation has become a disruptive and inhibitory factor for improving pest control.

*O.k., now I see. High regulation barriers are posing some discomfort to the big agro-chemical companies but **completely stop** the small and startup companies. It may be good for some agro-industry companies but not for the environment and us.*

In turn, the regulation maintains the situation as is, and that explains why we see very little innovation in the pest management industry and why results are so poor for so many years.

Furthermore, it means that it will remain that way unless we change the current regulation or introduce special – new – regulation for Green eco-friendly methods, alongside removing existing barriers that current regulation created.

True.

So what should we do to bring more competition and better future results?

Simply create 2 regulatory paths for pest control products.

Path #1 – 'Normal Regulation', very much as it is today and even stricter (because we already know that those solutions can threaten our health).

It should include every product, including living organisms, SIT and GMO that is released to the environment by spraying, water/irrigation, splashing, fumigation, seeding, etc. Time to registration should be as is stated today or even more.

Path #2 – 'Green Lane Regulation' is for all other solutions that pose no threat to human health and the environment. We already have over 100 years of experience with such solutions and we know it is completely safe for usage. The products in that category should include, for example; traps, pheromones, attractants, repellents, light, nets, heat, sound, etc.

Since some traps also incorporate Active Ingredients (A.I.) we can solve this issue by simply limiting the use of A.I. to say, 5 grams per hectare/year, as long as there is no direct application of the A.I. on the plant or danger to humans.

Products going through the "Green Lane" will **only** need to present information showing the product mechanism, the way of application and the level of A.I. per hectare/year (if any). Procedure and time to registration should be simple and immediate, with no need for any additional documentation, such as a letter of access, etc. !



A Green Lane for better future.

I see. This way you give a clear message and incentive to all players of what you expect, that is; safe 'Green' solutions.

But what about the quality of the solutions?

As we know, the quality of control today is far from being satisfactory in terms of infestation and chemical residues and danger.

Furthermore, every farmer has different requirements of quality, e.g. for industry or for the local market, for export markets, etc.

We have to remember that at the first place regulation was not created for quality control or assurance purpose.

Farmers are sophisticated buyers and users. We should let them decide which product is more cost-result-effective for their need and which is not. Isn't it the way it works for every other product in the world, such as food, clothing, machines, electronics, etc.?

So you see, the answer is better regulation in total - less for certain products and different for other products. Simple.



"Farmers are sophisticated buyers and users. We should let them decide which product is more cost-result-effective for their need and which is not."



[Press ==>here<== for video](#)

Merry Christmas :-)
Bye Bye 2018, Welcome 2019!

GREEN, EFFECTIVE and suited for ALL FARMERS, this is how I see pest control.

Change is a decision. Join *FreeDome* and cooperate Biofeed to Make a Change!

Regards,



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

P.S. It's been a wonderful year thanks to you. Taking part in my journey to improve the lives of farmers and getting rid of sprays I wish you all a **Happy New Year** and may 2019 will bring good news to the farmers of the world.

P.P.S. Earlier this week I was back from an intensive trip to India, together with Dotan, our Head of Business. We expect very intensive activity in the next few weeks as 2019 mango season is practically here (we apply *FreeDome* 2-3 months before the season).

P.P.P.S. Waiting is losing. Do not waste 2019, as nothing will change by waiting. Be active, do, change, make a difference, contact me now and let's bring the change to your farmers as well.

For more updates and information join me on [LinkedIn](#) / [YouTube](#) / [Facebook](#)!

If you enjoyed it, why don't you share it with friends and let them add themselves to the list of receivers by - [Pressing here](#).

Sent to nisraely@biofeed.co.il by nisraely@biofeed.co.il

Sender: Dr. Nimrod Israely

Sender's address: Kfar Truman

[Unsubscribe](#) | [Edit your details](#) | [Report abuse](#)

Rav Messer, email marketing and landing pages