

Nimrod Israely

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אל: Nimrod
נושא: Biofeed's Fabulous Farmer Economics: 0 + 0 + 0 + 0 + 0 ==> > 100

Dear Nimrod,

Last week I came to see results in Senegal after the week before was filled with meetings in India.

We undertook the Biofeed pilot project in Senegal, at Safina farm, after a repeated interception of fruit fly infested mango exported to the EU.

It came to a point in which the EU may ban import from Safina farm / Senegal, just as it did before with other African exporting countries.



Some background; Safina farm is probably THE leading mango farm in Senegal, and maybe even throughout West Africa.

It uses the highest growing standards to produce high mango yield at **Export-Quality Standards** to the EU.

Three fruit flies threaten the mango at the Safina farm, and its mere ability to continue Export;

1. The Oriental fruit fly, *Bactrocera dorsalis* (#1 threat)
2. The Mediterranean fruit fly, *Ceratitidis capitata*
3. The Mango fruit fly, *Ceratitidis cosyra*

The Problem?

Normally, by mid-July, it starts raining at Safina farm (Senegal). Then the fruit flies come, swarms of flies.

At this point, no spraying is effective enough (the rain washes it off), and the next thing you know is getting reports of interceptions from the EU market.

p.s. this year it didn't rain

So, how do Safina farm protect itself?

Stop exporting once the rain comes. Which means fruit loss of 30 to 40 percent!

Not good enough for Mounir!

Mounir is the owner of Safina farm. After repeated interceptions of infested fruits in the last few years, he decided that this cannot continue.

The risk is too high, and losing the EU export market is not an option.

Six months ago Mounir contacted us. We set up an *Initiation Phase* and started the **Green Safina Farm Project**.



An area with [three terrible pests](#)

It was a formidable lineup and I was keen to see the results, but even I was amazed to see what happened.

The result for Safina farm: **0 + 0 + 0 + 0 + 0 => 100:**

0: Zero infestation

0: Zero interceptions

0: Zero fruit fly spraying

0: Zero chemical residues

0: Zero biological disruption

100%: Safe for Use & Export-Quality

This is an amazing result. In an area with a combination of **3 horribly destructive pests**; *Bactrosera dorsalis*, *Ceratitis capitata*, and *Ceratitis cosyra*, Biofeed created a zone of **Export-Quality** fruit.

This represents well Biofeed's capability - on Safina farm, in Senegal, in ECOWAS, throughout Africa, and in other regions as well!

At the same time, I'm struck by the enormous contrast between what should be two very similar situations, Senegal and Togo.

As I reported earlier, Yakuobuo's mango crop, in Togo, had been completely destroyed by pests (>80% damage) in the past years.

With Biofeed's *FreeDome* we achieved 97% fruit protection (only 3% infested), already in the first season of usage. For Yakuobuo this was literally life-saving.



Senegal - Togo: [a critical comparison](#)

The difference between Senegal and Togo highlights what Biofeed is really about; to bring fine-tuned crop protection results to meet each farmer's needs.

In Senegal the objective was Export-Quality fruit, so we designed the pilot to meet this goal.

In Togo, in which the fruit was to be sold in the local market, 97% is really too good. And as Yakuobuo says, even 10 and 20 percent damage is an excellent result!

Biofeed has proven its ability to achieve the target results set by **each farmer** to meet his own specific needs!

And now at last back home to Israel to continue Biofeed's plans to bring this terrific technology to agriculture across India and Africa!

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

Regards,



Nimrod

P.S. This is an exciting time for Biofeed as we achieve our game-changing successes. The rest of 2018 is about to be as exciting. Don't miss it!

P.P.S. Many distributors contact us asking to distribute and represent us in their local markets. So THANK YOU! I really appreciate it and value your efforts and contact.

However, as a small company, we are limited in resources, mainly the HR resources. I personally attend every Initiation Phase. As my time is limited, we think carefully before entering a new market / geography.

Think; do you have it, can you do it?

When studying a new potential cooperation we are looking to see ==>> capacity to uptake and upscale the local business with the ability to complete registration.

In addition, we would love to see all this done in close cooperation with the government, as fruit fly issue is a **National Problem** and one of **Government Main Concern** when thinking of food security, agriculture household income, and feasibility for Export with Export-Quality Standards.

It is thanks to your interest that I write this e-mails. Share this mail with friends or add them by [Pressing Here](#).

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