

Nimrod Israely

מאת: nisraely=biofeed.co.il@responder.co.il בשם Dr. Nimrod Israely
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גשלה: 09:05 2018 פברואר 10 שבת
אל: Nimrod
נושא: Biofeed's three-step methodology

Hi Nimrod,

Before starting this email, I want you to know that a while ago I decided to update **more often** my subscribers on the social nets. So if you want more details and be the first to know, just subscribe to one of the following... [LinkedIn](#) / [Facebook](#) / [YouTube](#)

I know how powerful and flexible the Biofeed technology is - I invented it. But implementing it in three very different environments over the past three weeks was a real eye-opener, even for me!



Togo: training the Plant Protection team in a mango orchard that its fruits not being picked for several years due to fruit flies.

I am talking about Togo, under tropical conditions; Senegal, under arid conditions, and Ethiopia, in the semi-tropical area. In all places (and others) we followed Biofeed's three-step methodology. First, we gathered the dry (and juicy:-) facts about the place where we are going to work. That part is often neglected or misunderstood, but it is the key to a successful control and target achievements. To get the background information we use open sources, such as literature on the internet, we interview researchers, scientists, agriculture officers, but most important - the grove owner. In that part we try to understand best the current situation, from all aspects, including: mix of pests, main pest, level of problem, labor, control applied today, costs, yield, target market (local, export, industry...), weather conditions, etc.



Senegal: training the professional team to apply the Crop^Shield

At the same time, we also try to understand the farmer's goal. Sometimes it is the first time that someone is asking him about his goals, sometimes he is thinking about it for the first time. When I ask about the goals, I ask him to give numbers! Sometimes it is not easy, as he doesn't know the past rate of infestation, the yield per tree/hectare, etc.

The second step was for us to get our boots dirty and [get out in the field](#). Having seen fruit fly infestations all over the world I can readily identify situations that the grower can't - a mix of fruit flies rather than a single pest, levels and rate of damage, and so on. We customize the Biofeed solution to the exact situation, abilities of the farmer, his wishes, the way it is customized to do things in that place, etc.



Ethiopia: applying in 20 meter high trees may be a challenging task.

We always start with a pilot. And so the Third Step is to actually design and set up the pilot implementation:

We work with the grove owner, local experts, and often with universities to deploy Biofeed units in a very precise arrangement in the target grove during the pilot. Then, with constant monitoring during the pilot season, we can fine-tune the deployment as well as to fine-tune the formulation for the local conditions. We want nothing less than terrific results for this grower when we get to the full commercial stage!



The community is part of the project, and being trained accordingly (Ethiopia)

Biofeed's method and Biofeed's results have been proven in vastly diverse conditions, and the need for our solution is expressed by the incredible demand we are getting. The challenges are not simple, with the most obvious of them to bring a highly-infested grove to export-readiness within one season. But to beat these challenges - that's why we're here!

Regards,



Nimrod

P.S. For those who are counting, during the third week I'll move from Western Africa to Central Africa - my report to you from there will come next week!

P.P.S. Our Business Manager Mr. Dotan Peleg is right now in India growing the business, while I'm here in Africa growing mangoes :-). We invite you to join us - whether you are a farmer or a businessperson we can help you grow what you are most interested in!

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