

Nimrod Israely

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אל: Nimrod
נושא: Connecting Back the Dots...

Dear Nimrod,

At the time, running over myself with a tractor didn't feel like a good thing.



This is The Tractor (David Brown 885) that changed my life (foot to head)!

But it happened, followed by many months of forced inaction and convalescence. I was reminded of it during a visit this week with Biofeed's Accounting Manager, Ilana, who fell a few weeks ago, at home, and broke her pelvis. She is at home also in an extended and painful recuperation and to whom I wish the best of health.

But you could say that the long period of forced inactivity was a critical part of formulating the Biofeed technology. Like a huge meditation session, this seemingly terrible period was actually necessary for several diverse (and previously unconnected) aspects of my background to come together into what would become, and known today, as Biofeed.



Driving one of the tractors I used for spraying

The first major experience that was part of this formulation was what I learned during my military service. This was during the Iran-Iraq war, at its height (or more accurately, at its depth) with extensive use of gasses.

The Israeli military took the gas threat very seriously. We were training for such a scenario of gas attack and learned about its chemistry and effect on human.

I couldn't know then that this knowledge would be converted into understanding of scents and their dispersion as part of the Biofeed technology.



Following my army service, I returned to my home kibbutz and my initial function was in charge of pest control, including spraying the pests. At that time I also had a part time working in the children's kindergarten.

This is where my concern about spraying as a pest control method was born - I knew (and more importantly, felt) that poisoning everything in sight was not the right approach to controlling pests, no matter what damage they are doing.

The third station on this journey was also at Kibbutz Tzuba, near Jerusalem, when I started working with the Ministry of Agriculture on an Integrated Pest Management (IPM) project.

I learned about IPM and we even had some success with managing various types of pests, but not the fruit fly. With fruit flies the results were **catastrophic**, with high infestation rates and no effective control despite heavy spraying and dispersion of poisons.



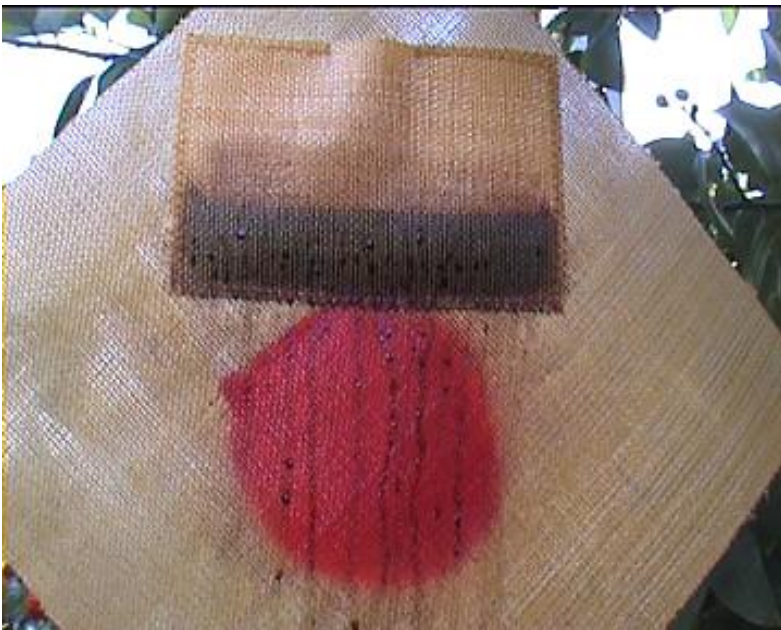
Fruit fly larvae

I carried this problem with me to the University, and for my Master's Degree I studied the ecology of the Mediterranean fruit fly. It was shortly after the completion of my Master's Degree that the Universe pronounced to me in no uncertain terms that this was my mission (although at the time I still hadn't learned to understand the Universe's language :-)) - this is when I ran over myself with a **tractor, foot to head, while spraying** pesticides!

This is when things started to come together, at least conceptually. Putting all of my knowledge and experience into an attract-and-kill approach, with the sensitivity to the environmental and ease-of-use issues that I had developed during my work with pesticide, the germinal form of Biofeed took shape - and the first Biofeed unit was sewn in the Kibbutz Tzuba sewing workshop!



A working prototype **before** the tractor accident (I had to spray on it every second day)



A working prototype **after** the tractor accident (first time with a pocket and a slow release formula)

The rest, as they say, is history (although in Biofeed's case, a history that is being written with every new day). I founded Biofeed, spent 14 years developing the commercial product and installing it extensively in groves throughout Israel, and reaching the highly successful field trials in mango groves in India last year (2017).

The new phase of this story involves meetings with heads of government and ministers of various stations in India and in several countries in Africa, and the commercialization of the Biofeed technology that is underway during these very days.

And how exactly, you ask, did I manage to run over myself with a tractor? It wasn't easy, and I'll tell you about it "going forward"

Regards,



Nimrod

P.S.

The story is exciting, intriguing, and full of twists and turns - and of great opportunity. Join me to write the next chapter in this evolving story!

P.P.S.

I'll give you a hint - it's best to make sure the tractor's gear is in neutral, before you start the engine. And one more thing - do not stand in front of the wheel...

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