

Nimrod Israely

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אל: Nimrod
נושא: Ethiopian Airlines Pilots and African Farmers [this time with active links]

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

Following the Sunday crash of Ethiopian Airlines plan, I posted this on LinkedIn. By now, it received nearly 100,000 views.

"Yesterday I arrived safe and sound, flying Ethiopian Airlines, from Ghana through Addis Ababa, Ethiopia, to Israel. I immediately went to sleep.

A few hours later, my wife wakes me up with big kisses and hugs, after hearing that an airplane of the same company, leaving the same airport, had just crashed.

My heart and thoughts are with the families of the passengers on that flight. I enjoy flying Ethiopian Airlines and wish the staff of that company fast recovery from this tragic event." (from LinkedIn 12.3.2019)



The things we can learn from the Boeing crash to agriculture.

I was so disappointed when I heard that Boeing's, an important and big company, first line of defense was to blame the Ethiopian pilots!

Only thanks to media and other pilots testimonies plus directive from the US President – they started to understand and cope with the problem (probably a software issue?!)

It reminded me of the agriculture status in the less developed countries, where the

results are simply bad (50% crop loss, and very little export) and the chemical companies are still blaming growers and all others for their products' failure to protect the crops.

In Africa and Asia, losing 50% of the yield is common, high chemical residues in food is the standard, farmer's and environment poisoning is considered 'normal'.

And after all this the chemical companies first line of defense is... blaming the farmers.

Oddly enough, despite the terrible consequences, the growers continue to use the same inefficient and dangerous pest control solutions.

Why?

After years of repeated attempts to use pesticides and traps for fruit fly control in Africa and Asia, does anyone truly believe we can expect dramatically better results in the coming season or year?

No!



Patrick, a farmer from Ghana, state clearly current situation and inspirations. ([press the picture or here](#) for video).

Blame the other...

My explanation is that deep down inside, perhaps under the influence of the large agro-chemical companies, there is a thought and self-blame that the terrible results are the fault of the farmers.

Repeatedly I hear those claims; the farmers did not spray well, they did not apply it on time, not properly or not frequent enough, etc.

Cognitive dissonance.

Both, African and Asian experts and farmers, find it difficult to bridge the gap between the results obtained in the West and those in their own countries.

A few months ago, I wrote about this issue, explaining why, regardless of pesticide spraying, most farmers do not stand a chance to achieve high-quality pest control. If you missed this one, I add a link to the article: [Do All Farmers Have An Equal Chance of Effective Pest Control?](#)

Positive signs of change.

Whenever I arrive to a new place or hold a professional meeting, I start by asking many questions to learn and understand the local agriculture and fruit fly control situation.

In my view, there is no point in starting any activity before 'my local partners' fully understand their situation including the cost-effectiveness of each alternative.

It takes a lot of effort to make a change, even when it is from something really awful bad, such as pesticide sprays, to something really great, such as *FreeDome*.

A change can come only when you are 'ready' for it, when you are in the 'right state of mind'.

In my recent trip to Togo and Ghana, I was pleased to find that 'right state of mind' approach. I heard a clear and confident message from the local experts and farmers, acknowledging:

(a) we have a big fruit fly problem.

(b) the tools and methods we are using are not good enough (i.e. sprays and traps).

Just the same, as I was pleased to see how the management of Ethiopian Airlines stood against Boeing's baseless accusations and clearly with high self-confidence they stated and described the real situation.

It is time for the agricultural leadership, in the less developed countries, to stand up and say what they experience and know for so many years in reality.

"The results of fruit fly (and others) pest control are lousy. The poor results have nothing to do with the quality of the farmers.

Results are bad because the tools (the products and methods) are not suitable for the climate, pests, our way of operation and culture.

We need other tools and more knowledge to match the challenges we face, which is not similar to the challenges faced in Europe and America."

Biofeed is acting exactly to cope and beat the above challenges. We are educating, demonstrating, and presenting field results, while creating a scientific and business road-map for the coming change...

Join Us

Together let's make fruit flies;

'just another pest'

Leave Your Worries Behind and ==> Make a Change!

Regards,



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

P.S. Big changes will come from those who need it urgently, from those who suffer the most! Africa and Asia, it is your turn to lead. The next generation of pest control, which will be effective and eco-friendly, will be introduced in your fields.

P.P.S. We call our way of introducing *FreeDome* into your market '*Initiation Phase*'. It is built to keep you and your farmers safe, get great results within 3-4 months (typically) and enable a smooth and fast market penetration. Contact Dotan for additional info (dotan@biofeed.co.il).

*"Green, effective, healthy and suited for **all farmers**, this is my vision for pest management"*

You can contact me on [LinkedIn](#) / [YouTube](#) / [Facebook](#) or a return email.

If you enjoyed it, please share it with friends and let them enjoy the high quality pest control solution we provide. They can also add themselves to the list of mail receivers by - [Pressing here](#).

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