

Nimrod Israely

מאת: nisraely=biofeed.co.il@responder.co.il בשם Dr. Nimrod Israely
<nisraely@biofeed.co.il>
גשלה: יום שישי 13 יולי 2018 12:21
אל: Nimrod
נושא: Feet Firmly on the Ground [with the farmers of India]

Dear Nimrod,

Biofeed is at a moment of extraordinary opportunity. It has called out loudly from every moment, meeting, and musing of this past week.

As the **only company** in the world with effective, safe solutions against the world's most damaging agricultural fruit flies, Biofeed's business potential is breathtakingly large.

With that in mind, I will depart next week with Biofeed's Head of Business, Dotan Peleg, for meetings with officials in Gujarat and Delhi (India) to lay the groundwork for an exponential increase in our activity in India.

The following week I will travel to Africa to further expand the use of Biofeed in that extraordinary continent.

This great moment of opportunity requires special attention and focus from the company, and myself, as its CEO. We must keep our contact with our most essential element - our connection with the growers and the ones who work in the field and truly understand what and how we can improve their future.

Yes we need to meet with Heads of Government, Ministers, Professors, Organization Leaders, Businesspeople, Investors, and Advisors of many types in order to continue to advance Biofeed, but the names and faces we insist on keeping in front of us are those of a very different set of people:



1. **Freres Marianstes** - the [farmers in Togo](#) who were brave enough and believed enough to hold off picking from the Biofeed Test Plot even while infestation zoomed in the Control Plot
2. **VP & Sons in Thenil** - the Indian [farm team](#) learns the techniques of identifying signs of infestation and understanding the stages of infestation
3. **Harar** - the women of the [mango market in Ethiopia](#) that make the business of mangoes happen
4. **Next Generation of Indian Farmers** - already [keenly interested](#) to learn about the livelihood of mango farming
5. **Safina** - helping the [farmers of Senegal](#) to gain the rich fruits of their mango groves

Happily, there has been no lack of awards, articles, and recognitions of Biofeed's achievements, particularly over the past month.

Together with the many meetings, events, visits, and phone conversations we keep focus all the time on what Biofeed is really all about.

Perhaps a great way to sum this up is for this Jewish farmer (me) to quote a Jesuit priest referring to a Buddhist teaching: "Oh nobly born, do not forget who you really are", says Father Greg Boyle of Homeboy Industries in Los Angeles.

The meaning is in both directions; **for the farmers** who may lose sight of who they really are and the value of what they do. May Biofeed's technology help them to achieve that fulfillment of themselves. And **for Biofeed**: even when we're busy away from the field, may we always remember what we're really all about.

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

Regards,



Nimrod

P.S. This will be a particular challenge during the upcoming visit to India, which is packed with important meetings but with no planned field visits - quite unusual for the trips I'm used to!

P.P.S. You are welcome to work shoulder-to-shoulder with us to make sure the Biofeed team stays focussed on its real purpose - as a Country Partner, Investor, or assisting us to make the contacts that are critical for our continued success!

It is thanks to your interest that I write this e-mails. Share this mail with friends or add them 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