

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

## Focus on Africa's Green Revolution] Agriculture



AGRF 2019 Forum is probably the most important meeting in Africa, dealing with its challenges.



**AGRF 2019**

I will be there, but unfortunately, many of you will not.

It is so important to know the 'developments' that will take place during AGRF 2109 that I have decided to 'Bring you AGRF 2019', by -

1. Sharing with you my presentation for this meeting. Attached to this email. I will

be glad to get your feedback.

2. Sharing with you, in realtime, Actions, Developments, Secrets, Meetings, Deals, etc. from AGRF 2109, as they take place.

3. Update you, at the end of the week, on my insights from the meeting of this forum.

*For a greener world  
Free of sprays  
Full of joy*

See you soon,

Nimrod



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

**P.S.** How do I become a Biofeed *Green Valley* member?

There are several necessary steps before we can launch a *Green Valley* program in your country.

These steps include:

1. Biofeed *FreeDome* regulation, adjustment to market needs and conditions, and marketing.
2. Direct contact with the central government. Biofeed-Government establishment of a joint work plan according to the government's vision.
3. Launch of the *Green Valley* program

That's it; easy and fast!

Isn't it simple with [wonderful results](#)?!

**P.P.S.**

It is good to keep in mind that -

Biofeed *Green Valley* focuses on **National Projects**.

Biofeed *Green Valley* is about promoting **exports** to high-value markets.

We aim to create sustainable projects that create a flow of foreign currency.

*Green Valley* is not a charity program. It is **business-oriented**, which is exactly why it will do well.

*Green valley* – brings an added value to all by combining the needs of countries to advance their agriculture and market-demand for more high-quality fresh fruits.

In *Green Valley*, we add the Israeli ability to help farmers grow higher-yields and higher-quality.

But that is not all. *Green Valley* emphasis and focus on growing for Export Markets!

So the exporting countries will also see a flow of foreign currency, which is so needed.

Here is some more about Biofeed *FreeDome* and Biofeed *Green Valley* [>> link <<](#).

#### **P.P.P.S.** Frequent Asked Questions (FAQ) -

\* **Will I need to pay before start marketing?** Yes. Regulation and Marketing takes time and costs money. Besides, there is a payment to Biofeed according to our standard distribution agreement. Although Biofeed's investment in time, knowhow and goods is substantial, you practically get it for free and the only payment to Biofeed is for future goods.

\* **How much time does it take until the regulation is over?** Well. That varies between different countries. Our shortest experience is 4 months only, but in some places, it may take years. You should find out the situation in your country before contacting us.

\* **I have no prior experience as a distributor, can I still be your distributor in my country?** Yes. Biofeed unique method of marketing and distributing enables investors to work with us even with no prior experience as distributors.

\* **I have no money. Can I serve as Biofeed's distributor?** Yes, if you manage to get the required financing that is required.

\* **Tell me more about your technology and results...** Use this link to learn more [>> link <<](#).

\* **You want to know more?** Contact Dotan (dotan@biofeed.co.il)

*\* Change begins with a decision that the existing reality  
is a choice and not a decree of fate \**

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

If you enjoyed it, share it with a friend who may enjoy it too.

Sent to [nisraely@biofeed.co.il](mailto:nisraely@biofeed.co.il) by [nisraely@biofeed.co.il](mailto:nisraely@biofeed.co.il)  
Sender: Dr. Nimrod Israely  
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Rav Messer, email marketing and landing pages

# *GREEN VALLEY*

## NATIONAL EXPORT PROJECTS



**Nimrod Israely (PhD), CEO**  
**AGRF 2019, Accra, Ghana**

**We will not talk about...**



We will not talk about...



# *FreeDome* – The Game Changing Technology for Crop Protection



# How we control fruit flies without any chemical sprays







# How we doubled production in just 3 months

**MARKETABLE**



**Ghana, 2019**

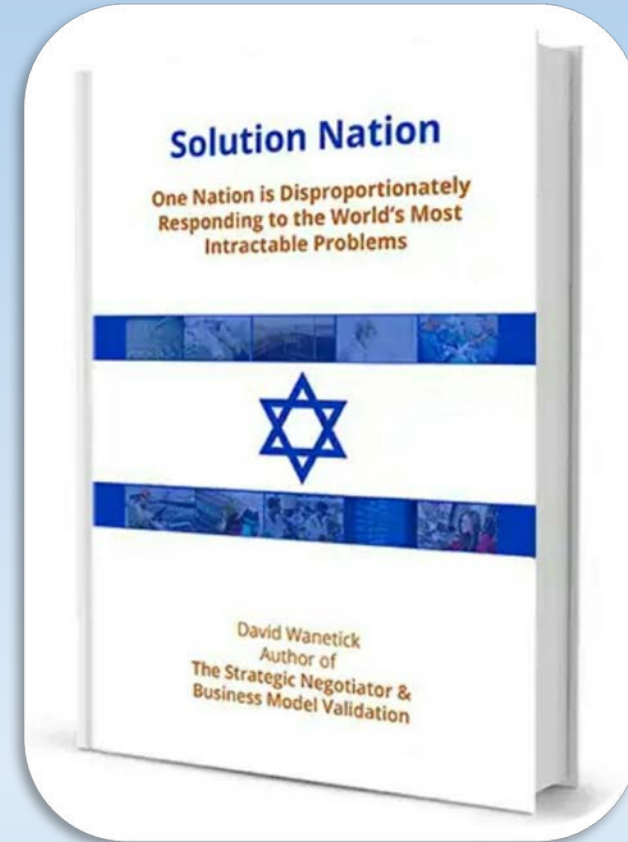


## Meetings



PM's of India and Israel, Modi & Netanyahu with Dr. Nimrod

## Publications



We will not talk about all this because...



**We already launched  
the *FreeDome* at  
AGRF 2018**

Dotan Peleg and Tony Blair

# Instead

(of talking about technology)

**we will talk about...**

# Food Exports

(foreign currency income)

While today's trading scale is...

**Import**

**Export**

and today's focus is...

**High-Value  
Crops**

**Staple  
Food**

**We are asking;**

***“How do we change OR  
CONVERT it into cash cow?”***

**(foreign currency income)**



Than we asked the ‘crowed’



***“Why Africa and Asia are so far behind The West?”***

(Meaning, what should we do to change)

# We got endless verity of answers...

- Bad leadership.
- The missing Know-how.
- Low-income and low profitability per hectare.
- Involved companies Cartels.
- Corruption (repeatedly mentioned)
- Poor planning.
- Lack of sound agricultural policy.
- Dependency on the world food program.
- Dependency on Western governments (support).
- Lack of capital support to Farmers.
- Nepotism.
- Favoritism.
- Farm ownership size (meaning, small size farms).
- Practicing conventional tillage.
- Lack of accountability (corruption).
- Missing the mix of: land, technology, financial tools and 'good down to earth farmers'.
- Lack of proper education.
- Lack of trust.
- Cultural differences.
- Political (in)stability.
- Crude implements.
- Lack of sustainable agricultural practice.
- Wars.
- Lack of infrastructure (such as roads and electricity).
- Research.
- Knowledge of what to do with the produce (marketing).
- Agricultural skills.
- Business skills.
- Start-up capital.
- Operation capital.
- An administration that does not care about the farmers.
- Land ownership.
- Distance to market.
- Not understanding the value chain.
- Lack of consistent policy.
- The young generation does not want to work in agriculture.
- Locking agriculture mobility (a valiant form of an older feudal system).
- Agriculture is not taken seriously.
- Low financial and technological investment.
- Dwindling soil.
- Poor quality inputs.
- Poor operational systems and procedures.
- Lack of technology.
- Low level of acceptance of new information and technology by the farmers.



# The Solution



# *Green Valley*

## *National Projects*



# *Green Valley*

## Approach

# Multidisciplinary

Designed to be applied fully and simultaneously as a  
***Vision2Market Solution***

In cooperation with  
*The Tony Blair Institute For Global Change*

# *Green Valley*

## Pillars

- 
- A large, dark blue bracket is positioned on the left side of the slide, grouping the four pillars listed to its right.
- **Land.**
  - **Technology.**
  - **Capital.**
  - **Education (HR).**



# *Green Valley*

## Focus

- **Export crops.**
- **High-value crops.**
- **Nurturing farmers.**



# *Green Valley*

## Ways of Delivering Know-How

- **Green-Valley Demo Farms.**
- **Capacity Building.**
- **Center of Excellence.**



# *Green Valley*

But... what about the  
“soft properties”?

Such as - *\*mode-of-thinking,*  
*\*operation culture, \*discipline of activity,*  
*\*market oriented approach, \*experience,*  
*and \*order*



# *Green Valley*

## 'Soft properties'

**How do you deliver it?**

- Lectures?
- Seminars?
- In the Field Day?

**and by whom?**



# *Green Valley*

'Soft properties'

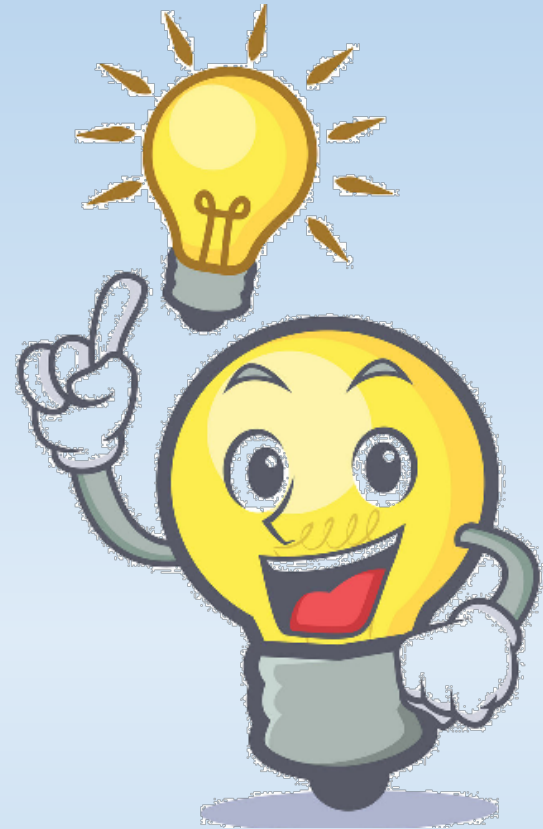
**So I asked myself**

***“who can deliver it  
better than anyone?”***

# *Green Valley*

## 'Soft properties'

As a former farmer,  
I immediately knew  
the answer!





# *Green Valley*

With whom

**Israeli farmers**



# *Green Valley*

## *National Project*

An Agri-industry transformation -  
**A Package From *Vision2Market***



# *Green Valley*

## *National Project*

**Contact me now to have your  
country in our next project.**



# *GREEN VALLEY*

## NATIONAL EXPORT PROJECTS

**Want to know more!?**  
**Let's talk...**

Nimrod Israely, CEO  
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