

Nimrod Israely

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אל: Nimrod
נושא: Green Togo project - on its way [finally]

Dear Nimrod,

There's no other word for it but -- brutal



In the Central Valley of Togo, the fruiting season is still ahead but the early fruit is already infested by fruit fly larvae in all stages (i.e., ages)

The week I have just spent in Togo showed me a situation of the unremitting destruction of mango agriculture/industry, and of peoples' lives.

Yakubu, a local mango grower from the village of Chalo, located in the main mango-growing region of Togo, said it shortly and painfully:

*"before 2010 (we have lost) 50%, but now ... **75% of fruits are spoiled**... we try to harvest early... we don't wait until they (the fruit) ripen, if we wait until July they will spoil... **three years past I stopped, I didn't sell**, because women would come and say 'we go to Lome and after we see all the mango we bought from you are spoiled'. And then I was discouraged, after that, I stopped, I didn't sell".*



[Push here or the picture for Yakubu's interview](#)

When I heard the story of Yakubu I thought to myself; 'this is why I studied entomology, this is why I founded Biofeed!'. And so I simply said to Yakubu, "***let's change it***".



[Push here \(or the picture\) for my summary of the meeting with Yakubu](#)

This is the place to say a few words about – **Change**, the way we relate to it in Biofeed. We want to *Change* and so we set 1 of our 2 missions to measure 'how much we change';

The first mission relates to **what** we do – as a commercial company Biofeed is obligated to profit its owners, workers, and partners as well as benefit its clients.

The second mission relates to **why** we do what we do – Biofeed's team is fully committed to *change* the lives of as many people as possible, by providing better and healthier tools for pest control, and in particular fruit flies.

It means that we measure our own success by measuring our profitability as well as the number of people (i.e. farmers) which are using Biofeed's solutions. And if you think it is the same, think again! Working with big wealthy farmers in the West and smallholders in Africa and Asia is dramatically different.



With the University of Kara team after deploying the first mango orchard (the Freres Marianstes farm) in Togo

So back to my friend Yakubu. After laying his story before me; how the flies came and destroyed it all and how for 3 years he is not picking a single fruit, he said one more thing that really shocks me; "I started killing my trees". Imagine that! What can be worse for a farmer?

I asked Yakubu to wait, not to kill any more trees, and he agreed. Now Yakubu is giving us a chance to gain his trust, as well as his main source of income. By saying 'let's change' I promised Yakubu that his future will be better, at least as much as it has to do with fruit flies and the control of the notorious fruit fly – *Bactrocera dorsalis* that has devastated his past and present.

The cooperation with the University of Kara is excellent, with good vibe whenever we communicate. Spending this week with Professor Komla Sanda and his team encouraged me to believe they can and **want** to undertake this challenging mission.

Now we have a few months ahead of us until the end of the season, including late varieties. However, by mid-May, only 2 months from now, we shall already have first indications of how successful it is.

Together with the University of Kara, we set three goals for the coming season:

- Reduce fruit fly infestation by 50% Vs. neighboring orchards
- Restoring the faith of mango growers in their future and gain their trust for future activities

Establish and improve the University of Kara and Biofeed cooperation



And if you think that this was a humdrum event in Togo - think again! Quite literally out of nowhere a television crew arrived to capture this news, and I was interviewed on-camera!

Since my Togolese is exactly as good as their English it was quite an interesting interview, and I'll be interested to learn what message came across on Togo TV!

And now - back to Israel for 22 hours, and then to India. The following week to Kenya to present Biofeed at the BioControl Africa conference (will be happy to meet you there).

I consider every day I'm bringing Biofeed to the world as a measure of our progress, and happily I'm feeling a lot of progress these days!

You are welcome to share this mail with your friends and colleagues or add them to my mailing list by [entering here](#)

Regards,



Nimrod

P.S.

"Want to join forces, want to take the next step? Send an email to David Talmor, our BizDev (biofeedltd@gmail.com) and let's **Change!**

P.P.S.

I promised Yakubu I would bring his greetings to the world - **Greetings from Yakubu!**

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