

## Nimrod Israely

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**מאת:** nisraely=biofeed.co.il@responder.co.il בשם Dr. Nimrod Israely  
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**גשלה:** 09:38 2018 אפריל 14 שבת  
**אל:** Nimrod  
**נושא:** The power of [farmers] pulling together

Dear Nimrod,

Let's look at the world **through their eyes**.

This is what the world looks like for the one-third of the global population that earns its livelihood from farming: small farms of under 2 hectares make up over 90% the world's farms and grow over 80% of the world's food.

That's [560 million](#) small farmers and their families. Tiny landholdings on which their very survival depends. So many individual points of light (or points of darkness for some, given the huge challenges they face).

People who work very hard and are invisible to most of us. But, in fact, they make up the world's largest business.



One of 560 million - [with Yaakobo from Togo](#)

It is natural for 560 million individuals, who face common challenges, to band together to face them better.

A surprising angle came out during a global [e-conference](#) on small farms, held during the past few weeks by the UN's Food and Agricultural Organization (FAO):

while there are economic and operative imperatives for small farmers to work together, often it is the lack of “soft skills”, of actually making cooperation happen, which prevents such cooperation from occurring. As a result, each of them finds himself struggle alone, as individuals.

Happily, I’ve discovered that by implementing fruit fly control, and in particular by way of Area-Wide Management (AWM), it can serve as a core of cooperation between farmers. The way of bringing farmers together fighting for the same purpose, while helping themselves.

#### General Approach

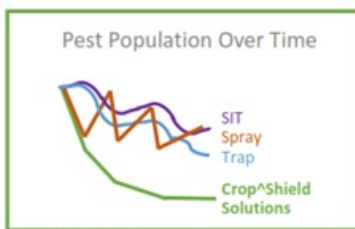
Biofeed's GCFR proprietary technology is best suited for area-wide management (AWM). AWM was developed in the 1950's as way of applying S.I.T. Today it is endorsed by the UN, IAEA, the Gates Foundation, USA and EU agencies, etc. for control of flying pests, such as fruit flies, moths, mosquitoes.



*Dr. Nimrod Israely with Prime Ministers Modi of India and Netanyahu of Israel at launch of two CropShield Solutions for AWM project for mango growers in India*

#### Benefits of CropShield for AWM

- Instant ROI – increased marketable produce
- The most effective – 50% to 98% less damage
- Export standards; no chemical residues
- No infrastructure, e.g. factory, tractors, sprayers
- Year-round pest management
- Simple to use, no maintenance
- Saving 90% of application labor
- Ease of administration, single deployment per year



CropShield Solutions uses GCFR technology which is purposely designed for use on AWM projects.

Biofeed provides the project a frame, a direction and actuation that overcomes the “soft skills” deficits while pushing the farmers, the field support personnel and experts to higher levels of professionalism and expertise.

It allows farmers to cooperate in a well-defined way to achieve a very specific objective; to reduce the damage caused by fruit flies **to all of the farmers in the area**. Ultimately, the income of the entire eco-system is rising in a sustainable manner.

For that reason, approaching PM Modi in a request to support a Fruit Fly Area-Wide Project was in place. I was happy to serve as a channel to hand PM Modi, India, the letter from the farmers of the Chikkaballapur District Mango Growers Association, consists of 15,000 small farmers.



Prime Ministers of India (Modi) and Israel (Netanyahu) reading the first letter from Mr. Srinivas Gowda, Chikkaballapur District Mango Growers Association (Israel, June 2017).

The second letter from Mr. Srinivas Gowda, Chikkaballapur District Mango Growers Association, to PM Modi (India, January 2018). Note, across India are 5.7 million acres of mango groves.

# ಚಿಕ್ಕಬಳ್ಳಾಪುರ ಜಿಲ್ಲೆ ಮಾವು ಬೆಳೆಗಾರರ ಸಂಘ

ಕಛೇರಿ: ಬೈರವೇಶ್ವರ ನಿಲಯ, ರಾಯಲ್ ಪಾಲೆ ಹಿಂಜಾಗ, ಅಂಜನಿ ಬಡಾವಣೆ, ಚಂಪಾಮಣಿ, ಚಿಕ್ಕಬಳ್ಳಾಪುರ ಜಿಲ್ಲೆ

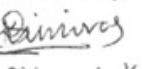
16 / 1 / 2018

To,  
Honorable Prime Minister,  
India

Dear Sir,

I represent 15 thousand farmers in Karnataka. India has over 5.7 million acres of mango groves, producing 18 million tons of fruits. Tens of percent of the mango are infested each year and lost, due to fruit flies, which causes billions of dollars of damage each year to Indian farmers. In 2017 we performed field trials with the product that Biofeed developed, and it helped us increase the marketable yield by tens and even hundreds of percent within one year. The product is simple to use and safe for us and for beneficial insects in the groves and eliminates the need for spraying. We are concerned about starting the new season without the possibility of using Biofeed's new product. Without Biofeed's product we will lose 15,000-30,000 rupee per acre, and fruit export will be much harder. We request your immediate intervention and the help of the Honorable Prime Minister to allow emergency use of Biofeed's product immediately.

Thanking you

Yours sincerely,  
  
Srinivas Gowda - K

When I think of the 560 million small farmers around the world, each with a few hectares from which to support themselves and their families, I'm delighted to know that Biofeed can be the agent to bring them together.

Projects, such as Area-Wide Management, is the perfect platform for bringing farmers together, improve cooperation and improving their lives!

It is thanks to your interest that I write those e-mails. So it would be honored if you share this mail with friends, where they can add themselves to my mailing list through [Pressing Here](#). You can always unsubscribe by pressing the link at the bottom of each mail.

You are invited to Share, Like and Follow me on the following, where I update more often ... [LinkedIn/ Facebook / YouTube](#)

Regards,



Nimrod

P.S. The Power of Pulling Together - let's pull together to bring Biofeed to as many of the 560 million as we can. It's an exciting and challenging mission requiring financial, operational, and relationship support - let's face the mission together and succeed together!

P.P.S. 560 million - that's about the entire population of North America! Think of the power they would have by pulling together!

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