

Nimrod Israely

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אל: Nimrod
נושא: Huge Idea & Tiny Resources [= > Change]

Hello Nimrod,

Let's start with the **tiny resources**... picture this: last week [I stood among some big old mango trees](#) in an isolated area of Ethiopia, some village huts strewn among the trees, kids running around. A proud and beautiful but poor and pressed people living literally off the land with almost no resources, education, or security.

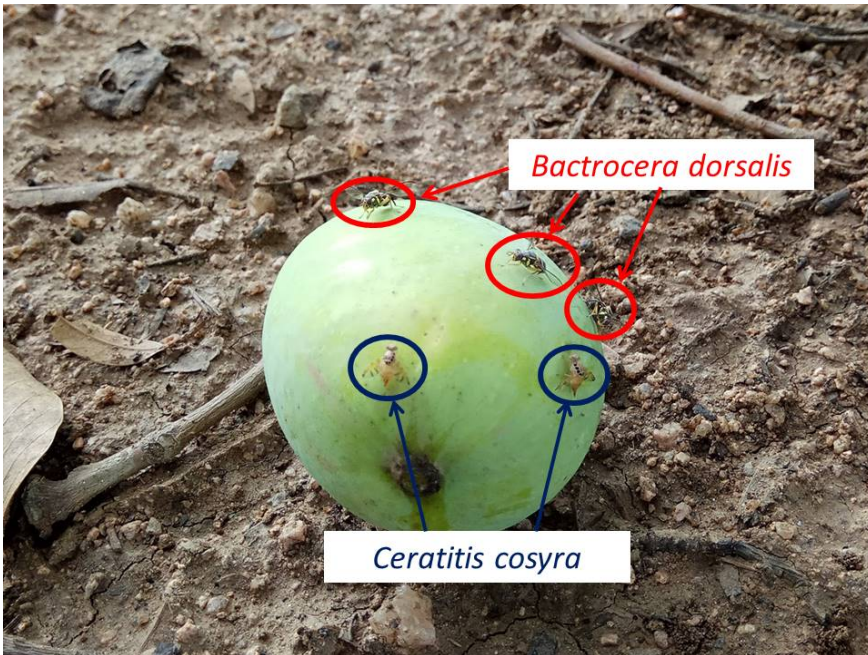
push the link or the picture for video (<https://youtu.be/hoDP9otR-CI>)



But what can't you see?

The plague of Oriental Fruit Fly (*Bactrocera dorsalis*) and Mango Fruit Fly (*Ceratitidis cosyra*) that have made this place their home and destroy half of the mango yield.

push the link or the picture for video (<https://youtu.be/4TJ2zXRfbBo>)



And now the **huge idea**... which is the Biofeed *Crop^Shield* pest control method - a method that is hugely effective in ridding growers like these of the scourge of fruit flies. It is safe, so the people living among the trees will have **zero effect** from the method. It is **easy to use** so that even the simplest villager can deploy it effectively. It is **valuable** (value for money), so these wonderful people can have some financial security in their lives. And it is **adaptable**, so it can be configured to work as well in this outback Ethiopian village as it does in a modern scientifically-run agricultural operation.

push the link or the picture for video (<https://youtu.be/UlqadiBRPRO>)

video jump a bit but the sound is fine



What do you get when you put huge and tiny together?

Watch as the Biofeed *Crop^Shield* units are [deployed on the trees](#), it is a sight to behold. The barefoot kids have to climb up over seven meters so the camels don't chew on the Biofeed units. The way they go at it, it looks like hanging the units is the most fun they've had all month. They don't realize that it's probably the most profitable thing they'll do **all year**. The high winds and coming rains may make this seem like an impossible pest control environment. In terms of the working environment, the chances of effective pest

control are tiny - but our ability to be successful even in an environment like this is what makes Biofeed so huge.

push the link or the picture for video <https://youtu.be/-Nlk2-51EkM>



When I set up a pilot I always aim to reduce infestation by **50%** (without spraying), already in **the first year!** Which is an unbelievable result by it self. However, I know that practically we are used to achieving 95% pest reduction. So, how will it be in Ethiopia? In a short while, I will report back to you and we will all find out. What is your guess?

Field by field, crop by crop, country by country, continent by continent... is how Biofeed is changing the world **now** and in the years to come!

Regards,



Nimrod

P.S. Join us! If you are an investor, an agricultural expert, or a company in the agricultural sector... feel free to contact me and let's see how Biofeed can help your clients / investores, and at the same time make a better future for ALL.

P.P.S. I'm in Israel this week, airing out my suitcases prior to my next trip and catching up on "home" work

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