

## Nimrod Israely

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אל: Nimrod  
נושא: India's Agriculture; Where Is It Going? [Insights]

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Hi,

### Twenty-eight (28) years ago, I had my first meeting with the sub-continent of India.

It was enjoyable, it was amazing but I was forced out after 2 weeks.

Forced out? Yes. I simply couldn't breathe, I felt suffocated. Maybe it was the bad air quality that affected my health in a troubling way. Anyhow, I arrived at Calcutta and got on the first outgoing flight.



How many cars do you see? India (1991)

Three years ago, 2015, Biofeed won Grand Challenges Israel 2015. That winning was to mark a milestone in Biofeed's history. On March 2017 I arrived in Bangalore to apply, for the first time, our solution for *Bactrocera dorsalis*.

Till this day I am not sure if I was more frightened of failing the development or suffering, again, the feeling of suffocating. Fortunately, both nightmare scenarios did not happen.



Karnataka, site #2 - an elementary school inside one of the mango orchard (2015 ).

I felt very good (I am sure it was very much thanks to my good friends and development partners Kempmann Bioorganics), and 3 months later we completed the field study with the phenomenal results of 95% fruit infestation decrease by Oriental Fruit Fly, *Bactrocera dorsalis*.

That outstanding result was boosted later thanks to a 'dream' meeting with PM of India, Mr. Modi, and PM of Israel, Mr. Netanyahu, on July 2017.

Looking back, this meeting has changed the future of Biofeed, and I believe it may hold the potential of changing the lives and future of millions of Indian farmers.

One thing is for sure, the meeting with the PM's (followed by a second meeting 6 months later) has changed my life!



Meeting PM's of India and Israel, Mr. Modi and Mr. Netanyahu (July 2017)

So, unexpectedly, in less than 2 years I have visited India 9 times! I still cannot believe it. Nine times.

I have met many people, many farmers, took part in conferences, exhibitions, Israeli delegations, received lectures about India, visited nearly 10 states, altogether spent nearly 2 months in India, and... started to get used to the Indian food and car driving!



Farmers training, (Chintamani, June 2017).

I would love to see Biofeed brings value to India and its farmers. I know we will do it and I know it will be soon!

Yet, I still feel like a beginner in anything that involves India. So the following insights and thoughts that I am about to share with you should be taken as such that are given from a 'beginner' but with much affection and love.

### **Status of 'Players':**

**Farmers:** about 60% of India's 1.25 billion population is living out of agriculture. However, they contribute only 15% to the nation's GDP with about 31% of the workforce. The average income of farmers in India is around 85 \$ per month (2.84 \$ per day).



Farmers' rally set to enter New Delhi (2018).

**Politics:** During the past week, there were several farmer's rallies in New-Delhi protesting against what they see as their terrible financial situation.

No matter what newspaper I opened, I always saw the Indian opposition standing with the farmers, using the situation to mock PM Modi for what they present as his failure.

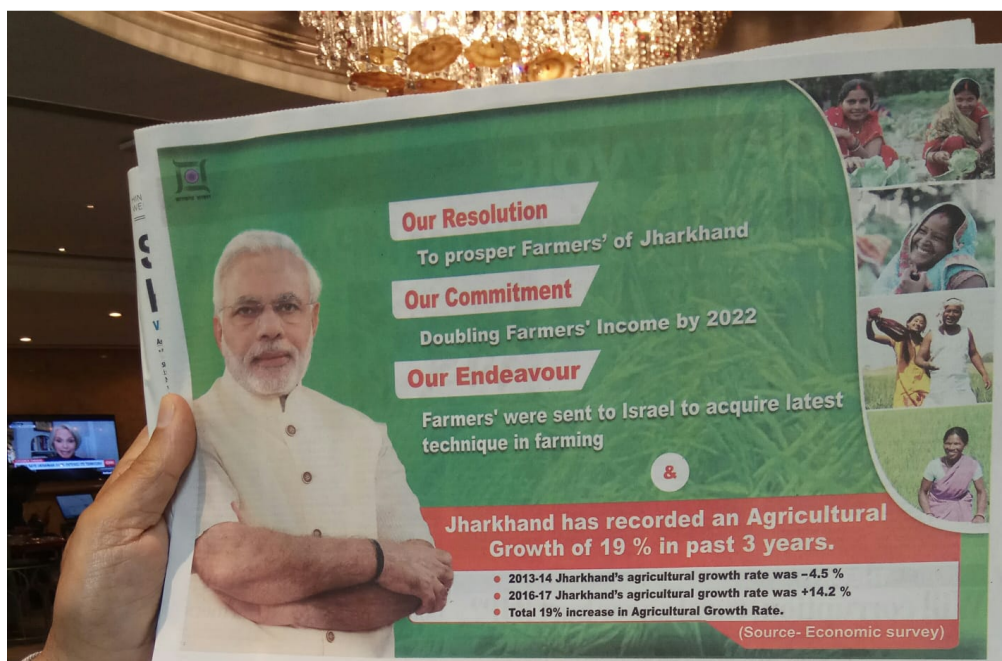


Indian opposition in the press (December 2018).

**PM Modi and the Indian government:** Investing a lot of effort in changing the current situation! PM Modi has declared that by 2022 farmer's income will be doubled. So far it has increased by 19% in the past 4 years.

From this I conclude that PM Modi has high interest in getting Israeli knowledge and technology in the field of agriculture.

India and Israel have created a unique \$ 40 M fund – I4F that is promoting cooperation of companies from both countries, with a special preference to the agriculture sector.



PM Modi is doing his best to present his achievements. Israel is a key player in the creation of India's New Era AgTech and treated accordingly (November 2018).

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Nowadays, wherever you go in India, whatever you read, hear and see there is always agriculture involved.

You genuinely get the feeling that government officials, investors, industrial companies and media are focused on agriculture, only. It is unbelievable.

With so much good energy and goodwill, there is no question as to where India is going, the only question that remains open is - how fast.



GITA 7th Foundation Day focus on agriculture (New Delhi, November 29th 2018).

This week, taking part in GITA, TiE and agri-start-ups competition/meetings/conferences you get to see an endless number of funds, entrepreneurs and companies that re-calculate their path and vision, and start looking at agriculture as a great business potential for their own growth and sustainable prosperity.



TiE Global Summit, Investing in India. Great focus on AgTech (New Delhi, November 30th 2018).

**My insight:**

Farmers of India will be more and more involved in the political game, to the point that no one will be able to ignore them.

India will invest \$ billions in the coming years to help and support farmers in improving their lives.

Farmers of India has very little to lose because they make so little. So prosperity will not be achieved by teaching them how to save money. This they already know too well, but it got them nowhere.



CII (confederation of Indian industry), FACE (food and agriculture center of excellence) and Agro Tech India (agri & food technology fair). Focus on AgTech (Chandigarh, 1-4 December 2018).

It is time to change the mode of thinking of the government, the experts and the farmers by thinking of ways to **create more!**

Not saving more, but creating more, bring more money to the farmers.

I understand well that in some cases it will required government support. Fine, the government is better support now, than later fight hunger and social disorder.

It is my own belief that at this early stage of development India should focus on **increasing the income per kg** of produce the farmer receives.

That can be done by investing in **preventing produce loss** and quality detrition due to pest attack and poor logistics. The creation of larger fields (e.g., by uniting several fields) is critical to the success of this part.



Fruit fly improved management will prevent 30% to 90% of fruit loss and will create higher income due to better quality, which will open better marketing options.

After improving quality the time will come to **improve quantity**. I suggest not to mistakenly do it the other way.

To sum up my insight; finally, India realizes that the world is full of knowledge and technologies that can support its ambitions to improve the agriculture sector.

Indian investors and companies are like a child in a candy shop; they want everything now and focus on the 'shining trends'.



Bactrocera dorsalis fruit loss is decreased by over 90% when using FreeDome, a Biofeed solution developed under the Grand Challenges Israel fund.

It is better for the farmers to invest in technologies and knowledge that will help them move forward from the place they are today, not from where you wish them to be, not from where they will be in 25 years and not from where their western mates are today. If you do this you will see success and happiness.

My humble opinion is that the order of stepping forward will be by focusing on **Quality, Reorganization** (leading to larger fields), and **Quantity** (increase yield)... and sticking to this order.

GREEN, EFFECTIVE and suited for ALL FARMERS, this is how I see pest control.

**Change is a decision. Join Biofeed to Make a Change!**

Regards,



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



**P.S.** This trip to India is filling me with so much motivation to take it fast forward in India, as I am sure I can!

So this is an open call for you my Indian friends, if you are in a position to help in any way, if you wish to take a historical part of changing the lives of millions of Indian farmers, if you want to say you had a substantial part in changing India, all you need to do is contact me and let me know the way you can assist, and I with my team will take it from there.

At this time we wish to start several large demos around India. For that sake, we mostly need financial funds together with great cooperation with the local Ministry of Agriculture, University and large fruit grower associations.

In each state, we would need a local partner who can put it all together under our instructions. Please do not hesitate to contact me with questions, as we are short of time. Too much time has been lost, let's not lose another day, another year.

I ask for your trust in what we do and the way I lead it forward. We will sign an agreement with good faith and trust with each of the partners who will cooperate with us.

**P.P.S.** As we come closer to the end of 2018 there is so much to thanks for that I would not know where to begin. So I will just say THANKS to the many who have made it possible for me and my team to fulfill our mission by serving others.

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