

Nimrod Israely

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אל: Nimrod
נושא: Landscape [for me] is More Than Just Fields and Trees

Dear Nimrod,

This week in **Kenya** really illustrates how Biofeed - and I - are in a process of big-time change.

During all the years of development of the Biofeed technology my heart has always been in the fields and groves, and my greatest pleasure has been working with growers and enhancing their lives and well being while keeping the environment.

This is what Biofeed is all about.



Togo

In all the places I've been over the past two months - India, Senegal, Togo, Ethiopia - even if I was wearing a suit I've gotten to the groves and spent time with the growers.

This week's visit to Kenya was different. The people were wonderful, the places interesting, the work important - but the terrain was different. Every minute was important for advancing Biofeed, but it was all in surroundings different than the fields and trees.



Thankfully I had a chance to meet many people whose warmth, interest, and willingness to advance the status of **Kenyan growers** are so welcome and important - The leading management of the Ministry of Agriculture and its **PS Dr. Richard L. Lesiyampe**, The Ministry of Devolution and its **PS Mr. Michah P. Powon**, the team of Crop Protection Services and its **Head Mr. David Mwangi**, researchers and academics, and many others ...

And they all work and follow in light of the [4 Pillars](#), including Food Security, set by Kenyan's President, Mr. Kenyatta.

I don't know how I had the time for all this, and to present at the BioControl Africa Conference, and more, if not for the help and organising ability of **Ms. Rosemary Gituma**, the founder and CEO of Winplus Agribusiness Enterprises Ltd. **Thank you** Rosemary.



I value each person I met with and felt with each one that Biofeed was another step closer to changing the lives of Kenyan growers.

And yet, if I have to be completely honest, this is the first trip I've taken in which I have not stood with farmers in a grove, hung a Biofeed unit, or felt the tough challenges and high hopes of grower battling fruit flies - it has all been meeting rooms, seminars, and offices (I will fix it on my next trip :-)).

I probably will need to get used to this landscape as much as I am used to planning Biofeed deployment in fruit groves or checking the fruit hanging from the trees.

In my 30 years in the field I've successfully faced severe fruit fly issues, challenging growing environments, and new types of pests; I trust that I'll figure out how to thrive in the remote but supportive environments of offices, government buildings, and academia!

Yet, the **emergency state** of the fruit fly issue in Kenya, the annual loss of hundreds of USD, the loss of trust and belief that things can and will be better, demands the support and **personal involvement** of the stakeholders to make a real lasting change. For that reason, I have met the

decision makers and for that reason, I will meet the pest control experts, the exporters and the farmers. Together we will make sure that Kenya farmers' future is better, **much better!**

Regards,



Nimrod

P.S.

Lend me a hand as I transition from the field to the conference table. Join Biofeed's efforts on the business and commercial fronts!

P.P.S.

Why is it okay to wear a business suit to the field, but people look askance at farmer's clothes in a business meeting? More of the adjustment I'm in the middle of

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