

## Nimrod Israely

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**נושא:** Law of The Instrument [or The Law of The Hammer]

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Hi,

***"If all you have is a hammer, everything looks like a nail".***

This concept is known as the law of the instrument, or the law of the (golden) hammer. It reflects a **cognitive bias** that involves an over-reliance on a familiar tool ([Wikipedia](#)).



Now, think that you go to your doctor and the only tool that he has, for any of your problems, are pills. The pills are in different colors, shapes and names, containing different active ingredients. Yet, all he has are pills!

He is even not listening to you. He has no diagnose, no No syrup, no surgery, no ultrasound, no lasers, no needle, no psychology, no psychiatric... just pills.

This is very much the way medicine was for thousands of years. However, in modern times, we see more and more approaches, and an overwhelming of techniques, many of which are non-invasive. As a result, medicine is able to treat a larger variety of health issues, faster, safer and with better results for patients.

The concept of sprays that solves all problems begun with DDT. Unfortunately, it did not disappear with it. It practically flourishes (and brings damages to us) till this day.



A commercial from 1949. DDT is presented as such that solves all problems, and is good, for pets, fruits, housewives (humans), farm animals and vegetables – DDT is good for all and against everything.

We should embrace the simple idea that maybe we are not using good tools to deal with most pests and that for some pests we don't have tools at all). The result is that the common tool available and used today is sprays.

Note, when it comes to fruit flies, in many cases **even** sprays are not effective and (based on field results) the methyl eugenol traps are basically useless for grower (but bring money to manufacturer).

Some days ago I received from one of the people I'm in contact with, a message, saying; "*they are planning to deploy (methyl eugenol) pheromones traps... until total eradication of fruit flies*".

When I hear such thing (which is too often) I don't know if I should laugh or cry. I say to myself, '*are you serious, it didn't work for the past 40 years, what makes you think that suddenly it will start to bring results?*'



Accepting the truth in its nakedness is the best and quickest way to deal with the situation and make a difference, fast, while improving your position. On the other hand, denial is the worst enemy of those who want to change.

We should accept and embrace the idea, and the simple fact, that maybe we are not using good enough tools (i.e. sprays, traps, etc.) to deal with most pests.

Maybe for some pests, we don't have any reliable tools. Maybe the poor results we receive for tens of years are the 'silence' cry for a change.

However, it will be a mistake if we wrongly conclude that "there is nothing to do to fight fruit flies". Because there is.

I believe the first step towards a long lasting solution is by putting aside all irrelevant agendas, and study the current situation as it is, with all its deep meanings.

We should acknowledge the low/limited results we get and the unfit of the tools we have today. Acceptance of our status is the first stage before making a significant change. No change can take place before that.

Therefore, the first step should be, looking for other tools, concepts, knowledge, and theories that may have a better chance to lead us into a better future and better times.

Let's make fruit flies; *just another pest!*



[>> for Video of The Week <<](#)

Green, effective, healthy and suited for **all farmers**, this is how I see pest control.

**Join *FreeDome*, Cooperate Biofeed ==> Make a Change!**

Regards,



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

**P.S.** Just back from an intensive week in Senegal. After a meeting with the Minister of agriculture, together with the top management of the plant protection, mango exporters, leaders of the fruit fly project, etc.

I am positive about the chances of this project becoming a future huge success, and maybe even a 'turning point' for Africa.

Why? Because it is well organized and there is a true real passion to step forward and improve whatever is required to secure a better future for West Africa, and mainly its exporters.

**P.P.S.** In the past year I find myself interacting and working with a growing number of Fruit Fly Projects, that aims to improve fruit fly control, or eliminate it altogether.

This is a fine way going forward. There are some gaps in technology and knowledge that I think Biofeed and myself can add to improve those projects even better and turn their results to the level of 'unbelievable' and 'sustainable'.

These days I work on a plan to see how I can make my intervention more effective in terms of my time.

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