

Nimrod Israely

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אל: Nimrod
נושא: Our vision [not technology] is our compass

Dear Nimrod,

Biofeed was built on a **vision** and is blossoming thanks to a **vision**.

As Biofeed is growing I'm coming to realize how important it is to **share our vision** in making the impossible a reality, as Biofeed is doing.

As I began the process of developing the Biofeed technology, in a small laboratory, the first step was to formulate the vision for what I wanted to do and how I would do it.

This required a lot of visioning but very little sharing, especially as those I shared it with thought that it is either **impossible** or that I am simply '**not realistic**'. Both 'radiate' negative vibration that I didn't want to deal with.



The [start of a vision](#)

Our first step was to develop the technology and bring Biofeed into the practice of Israeli farmers, which we were very successful in doing.

For many years Israel served us as a wonderful, full size, beta-site. This is when I found out that in order to improve results I had to start telling farmers, one-on-one, things they didn't know and couldn't possibly believe.

So I did it, with hundreds of farmers, experts, extension service personnel, etc... for over 15 years.

That is when I had to start **sharing my vision** for a bountiful harvest from their groves, free of pests and free of pesticides.

The result?

Biofeed has changed the way of thinking of fruit fly control in Israel and became well-established in this market.

Yet, we were unknown in such distant lands as Asia and Africa.



A vision of healthy, clean mangoes ripening on the trees [comes to reality](#) for a farmer who couldn't imagine it

The basic vision is about simple to use, high-quality non-spraying pest control.

While we, that is the staff of Biofeed, take it for granted that pest control can and must be effective as well as spray-free, for most people it is still an unimaginable fantasy.

Based on their past experience, I fully sympathize with and understand them.

With every new implementation of the Biofeed technology I need to impart this vision and have to work (the happiest work you could imagine!) to bring the farmers to understand that the future does not have to be like the past that they've known.

I describe to the farmers the vision of what their own orchards and their own lives could be like once pests are no more a central issue and pesticides are not used or used less - this is the vision I share with them.

I'd like to share with you my larger vision for what Biofeed will be, which is practically; where I believe the world is going to.

The Mediterranean fruit fly, *Ceratitis capitata*, served as a 'model pest' for - how we can control fruit flies.

Then, we developed solutions for more (currently 6) fruit flies; **4 of which** Biofeed is the **only** company to hold an effective solution for their control, including the #1 notorious fruit fly, *Bactrocera dorsalis*.

This is to say; **pests can and should be effectively controlled without the use of pesticide spraying!**



Together with this, my vision is not just to share the technology but to share the **Way of Thinking** and the **Knowledge** as well.

I realized this early on, which led me to found the *Fruit Fly Research Institute* here in Israel.

As Biofeed grows globally the knowledge must grow as well. Different regions suffer from different pests and 'pests' mixture'. So pest control must be customized to each region.

But how do you do this?

Biofeed vision is to establish *Centers of Excellence* that will develop, customize and assist farmers, on a local basis, to understand and achieve Best Control Practices.

Here again, we are already working to bring the vision to reality, and are in active discussion with one of Biofeed's local partners to establish such a *Center of Excellence* for Western Africa.

Another aspect of my vision is the process of getting fruit from the 'Tree To Table', up to the point of planning picking according to optimal table arrival time.

Here again, we are starting to bring this vision into reality, using the mango value chains. Here is an example to the immediate value we bring to farmers:



The fruit is riper, and the price is double, as the women controlling the mango market realize the value of Biofeed protection

Finally, from my experience, I include the community as another aspect of the vision for Biofeed.

Small farmers working alone is one thing, groups of farmers who share the vision and act together create a completely different dynamic and different result, for themselves and for the world.

We are currently working in several places with a collective of farmers to bring Biofeed to the group as a whole rather than to individual growers.

Working with groups, a creation of user's forums, and other ways of bringing growers together are an important part of what we want to accomplish.

We see export as the ultimate way of making sure farmers income will increase. This is why we like to get involved only in projects where the ultimate target is high-quality produce, with at least some of it labeled as export-quality.

In short, the Biofeed vision integrates many elements to achieve the result of creating a better world: **technology**, **know-how**, **education**, **cooperation**, and **export**. Biofeed has this vision and is active in the process of bringing it to reality.

I am not just "a dreamer" but "a doer" as well!

Perhaps our mantra should be inspired by our favorite fruit to work with: **man-GO!**

For more updates and information join me on [YouTube](#) / [Facebook](#) / [LinkedIn!](#)

Regards,



Nimrod

P.S. For those of you who are excited by our vision - join us, now!

P.P.S. I welcome your comments, contributions, additions to the vision - it's part of the lifeblood of Biofeed!

It is thanks to your interest that I write this e-mails. Share this mail with friends or add them by [Pressing Here](#).

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