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AVI DODI PHOTOGRAPHER

## PM's Modi and Netanyahu Launch Israeli Novel Solutions

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[Edit article](#)[View stats](#)**Dr. Nimrod Israely**

Founder and CEO of Biofeed Ltd. and The Fruit

Fly Research Institute, Keynote Speaker

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### *Press Release*

Biofeed launched a novel solution to the *Bactrocera dorsalis* and *Bactrocera zonata* fruit flies in the presence of Indian Prime Minister Modi and Israeli Prime Minister Netanyahu

Tel Aviv, Israel, 6 July 2017

Biofeed, a leading Israeli agritech company, harnessing the power of odor to obliterate pest issues, launched on 6 July 2017, a game-changing sustainable solution to fruit flies management. Biofeed's products are already active in over 1,000's of hectares of Israeli fruit orchards. They regularly solve, without spraying or touching the fruit or tree with poison, the Mediterranean fruit fly that without proper treatment may destroy up to 100% of citrus and other produce in Israel. This is the first time ever, in the world, an effective solution is developed for the *Bactrocera dorsalis* and *Bactrocera zonata* fruit flies that so far lack a proper effective solution, including by sprayed pesticides.



Messaging



Dr. Israely explains while Modi and Netanyahu launching the novel solutions for *B. dorsalis* and *B. zonata*.

The launch was in the presence of India's Prime Minister, Mr. Narendra Modi, and Israeli Prime Minister, Mr. Benjamin Netanyahu during the historical visit of PM Modi in Israel. In the event also participated Israeli Deputy Minister of Foreign Affairs Tzipi Hotovely, ambassadors and many other distinguished guests.

The launch took place during an event held in Tel-Aviv in which the Prime Ministers met with representatives of 10 Israeli and Indian high-tech companies. Biofeed was the only Israeli agritech company in the event and was represented by Dr. Nimrod Israely, founder and general manager and attorney Mr. Doron Afik, a lawyer expertizing in international transactions and Biofeed's chairman of the board.

### *Israeli-Indian Swachh Bharat Abhiyan joint venture*

Dr. Israely opened by emphasizing that Biofeed sees itself as part of PM Modi's campaign of *Swachh Bharat Abhiyan* – Clean India Mission– launched by the Prime Minister in 2014.

The Prime Ministers showed interest in the novel game-changing solutions with huge potential in India, Africa and the Far East. The Prime Ministers were pleased to hear that Biofeed has established cooperation with a local Indian company, Kempmann Bioorganics LLP, and by Biofeed's agreement to consider manufacturing the new solutions in India.

Prime Minister Modi was presented with a letter from the Karnataka Mango Growers Association, representing 70,000 Indian farmers from the Karnataka region, thanking Biofeed for this breakthrough solution which in field tests reduced fruit fly infestation from 95%, in the 'control' and 'commercial' (sprays and methyl-eugenol traps) treatments, to less than 5% with only 10 units per hectare and with no poison or pesticide





***Biofeed is not a pesticide company but a food-supply game-changer; multiplying production of produce free of chemicals***

Dr. Nimrod Israely explained: "Biofeed developed an "*Iron Dome*" for the farmers against fruit flies. It is not coincidental that the Biofeed idea started in my home kitchen, because our goal has always been a product that does not involve risk to our children or the environment. Last month's field tests in Karnataka, India, showed that without any poison touching the fruit or the tree and without polluting the environment we were able to reduce infestation to less than 5% in the fields treated by the Biofeed solution compared to 30% to 95% in the other treatments. This means that **from the same field, the same irrigation and even with less labor than today, we can multiply the produce**".

Doron Afik commented: "Biofeed is not a pesticide company it is a clean food-supply multiplication game-changer. I joined the Biofeed effort because Biofeed is here for the future generations. We want to ensure that our children will have enough food; we want to ensure that our children will be free from being sprayed with poison, and we want to ensure that our children will be free from food or water that absorbed pesticides. We wish to thank the Honourable Prime Minister Modi, the Honorable Prime Minister Netanyahu, the Israeli Ministry of Foreign Affairs, the Israeli Innovation Authority and the Grand Challenges Israel initiative for assisting us to launch this first in the world, highly effective sustainable solution for the fruit fly problem."

Project summary



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Please share your thoughts in the comments section below, as I learn just as much from you as you do from me.

Dr. Nimrod Israely,

Biofeed Founder and CEO

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**Anant Deshmukh** • 1st

Manager - Entomology at The Global Green Company Limited

Dear Sir

We are Global Green Company working in Gherkin cultivation and processing in Telangana, AP, Karnataka and Tamil Nadi of South India covering about 4000 hectares annually. We are interested to adapt this technology at our farmers fields for Cucumber fruit fly. Please share links for Indian contacts or kindly send quotes on my email id as

1mo ...

...see more

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**Dr. Nimrod Israely** • You

Founder and CEO of Biofeed Ltd. and The Fruit Fly Research Institute, Keynote Speaker

Hi **Anant Deshmukh**, you are welcome to connect on email ([nisraely@biofeed.co.il](mailto:nisraely@biofeed.co.il)).

1mo ...

Like Reply

**Mudassar Raza** • 1st

Government of Punjab

Sir we in Pakistan with collaboration of aciar Australia use biological control for fruitfly in mango and citrus orchards and now widely being practiced in Vegetables too. V effective . thanks

2y ...

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**Dr. Nimrod Israely** • You

Founder and CEO of Biofeed Ltd. and The Fruit Fly Research Institute, Keynote Speaker

Hi **Mudassar Raza**, Two years later, do you still think biological control is very effective for fruit fly control?

1mo ...

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**Dr. Nimrod Israely**

Founder and CEO of Biofeed Ltd. and The Fruit Fly Research Institute, Keynote



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