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## ***"Put Away The DDT I Don't Care About Spots On My Apples"***



*"Hey farmer, farmer  
Put away the DDT  
I don't care about spots on my apples  
Leave me the birds and the bees  
Please!"*



Fifty years ago (1969) **Joni Mitchell** wrote those inspiring words.

Joni Mitchell was ready to compromise on the look of the apples if only you "put away the DDT". Meaning, **don't poison** me/us!

So this post is dedicated to two wonderful women who brighten our lives in different ways;

**Rachel Carson**, a scientist (1907-1964);

Rachel opened our eyes with her great book *Silent Spring* (1962). A book for which she was decorated with the the USA highest decoration; *Presidential Medal of Freedom*.

This book led to ban DDT for agricultural use in the USA (1972) and inspired the creation of the environmental movement and the U.S. Environmental Protection Agency (EPA).

After Rachel published the *Silent Spring* she was heavily attacked by:

- Former U.S. Secretary of Agriculture, Ezra Taft Benson, in a letter to former President Dwight D. Eisenhower, reportedly concluded that - *because "she" was unmarried despite being physically attractive, she was "probably a Communist."*

- "She" was labeled as "*...a fanatic defender of the cult of the balance of nature*"

- And American Cyanamid agrochemical company said: "*If man were to follow the teachings of Miss Carson, we would return to the Dark Ages, and the insects and diseases and vermin would once again inherit the earth.*"

(Now we know how *shaming* looked like in the seventies!)

**Joni Mitchell**, a singer and the songwriter (1943- );

For so many years you brighten our lives with your wonderful songs and environmental awareness.

Finally, it is time for us to brighten your world and say *THANK YOU!*

But not only '*Thank You*', also to surprise you and say that;

*Yes, we got rid of DDT.*

*Thereafter we got rid of other pesticides... and with more to follow and get ban for use.*

*By the way Joni, now you can have your **Apple** without **DDT**, but also without **Spots**, and... it's all very tasty.*

*And that is not all... today so many people like their fresh produce **without any chemical-residues, Spots or Pests.***

*So through Biofeed Green Valley initiation, we are working to supply the huge demand also for many more crops, starting with Mangoes (mostly) coming from Africa.*

This is to you, dear Rachel and Joni; sometimes dreams turn into reality, which is even better than your dreams.

Most of the times it takes hard work, time and patience to realize those dreams. And much dedication, which is why I am here.

Today when you grow and harvest fruits and vegetables free of chemicals and pests - you are called; *a good farmer*, or *a good businessman*.

No one calls you '*communist*' or '*cult*'.

But some still continue claiming that unless we spray "*the insects and diseases and vermin would once again inherit the earth.*"

Well, DDT is not around anymore. It is a fact.

Thanks god for that!

But surprisingly, the sounds of intimidation are not changing, even in light of more and more chemicals that are being banned, and even when we do not see "*the insects and diseases and vermin... once again inherit the earth.*"

My friends and colleagues, Biofeed *Green Valley* vision and direction is to turn the dream and prediction of Rachel Carson and the words of Joni Mitchell into reality.

### **Now you tell me -**

Is there anything better than turning a song to reality?

Is there anything better than making a dream come true?

Is there anything better than bringing progress, livelihood and promising future to millions of farmers around the world?

Is there anything better than supply our kids, friends, and nations with plenty of healthier food?

Is there anything better than keeping our environment free of hazardous chemicals?

**Walt Disney** once said, "*If you dream it, you can do it*".

Disney was a great dreamer, and just as great in executing his dreams.

Many of us owe him magical moments in our childhood... and today with our kids.

Biofeed *Green Valley* team has a very vivid dream, but also the Vision, the Spirit, the Ability, and the Patience to turn that dreams into reality.

Our dream is to realize all the above in places that most want and need progress in agriculture.

We will do it (only) wherever the local leadership is ready and **fully committed** for making great changes, advancing agriculture, improving farmers' livelihood while taking the necessary steps and actions to move into the 21<sup>st</sup> Century.

Thank you, **Rachel Carson** and **Joni Mitchell**, for paving the way before us.

*For a greener world  
Free of sprays  
Full of joy*

See you soon,

Nimrod



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

**P.S.** How do I become a Biofeed *Green Valley* member?

There are several necessary steps before we can launch the *Green Valley* program.

These steps include:

1. Biofeed *FreeDome* adjustment to market and regulation.
2. Direct contact with the central government. Biofeed-Government establishment of a joint work plan according to the government's vision.
3. Launch of the Biofeed *Green Valley* program

That is it; easy and fast! Isn't it simple!?

And with such [wonderful results](#) there is not much to think twice.

**P.P.S.** It is good to keep in mind that the following:

\* Biofeed *Green Valley* is a ***National Project***.

\* Biofeed *Green Valley* is about promoting **exports** from less developed countries to high-value markets. We want to see a sustainable project that creates a flow of foreign currency into the exporting countries harboring the *Green Valley* projects.

\* *Biofeed Green Valley* is not a charity program. It is business-oriented, which is exactly why it will do well.

\* *Biofeed Green valley* – brings an added value to all by combining the needs of countries to advance their agriculture and market-demand for more high-quality fresh fruits.

\* In Biofeed *Green Valley*, we add the Israeli ability to help farmers grow higher yields and higher quality.

Let me repeat it, Biofeed *Green Valley* emphasis and focus on growing for **Export Markets**. So the exporting countries will also see a flow of foreign currency, which is so needed.

Here is some more about Biofeed *FreeDome* and Biofeed *Green Valley* [>>link<<](#).

*\* Change begins with a decision that the existing reality  
is a choice and not a decree of fate \**

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