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**גשלה:** 10:17 2019 09 אפריל יום שלישי  
**אל:** Nimrod Israely  
**נושא:** The Importance of Media Coverage To The Environment and Agriculture  
**קבצים מצורפים:** Farmers Review Africa March-April 2019.pdf

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**It's all about media exposure and media support. We must have media coverage to win this war for our children and grandchildren and ... lives, and the environment.**

The negative way US President abandoning responsibility from environmental issues and climate change is through the media. He simply refers to the problem as fake news. But it is not.

This is his best excuse for not doing anything **to change** the situation by the nation which is one of the key polluters.

The same goes for the access and irresponsible use of pesticides. People do not require to change things if they don't know there is a problem or are not aware of the problem size and influence on us and on future generations.

*Cry of cicadas*

**The insect apocalypse is not here but there are reasons for concern**

*How real is insectageddon?*



The Economist.

Recently we were lucky to receive 2 reminders for the sad state of the environment and the farmers.

The first reminder came from [The Economist](#) presenting the article "*The insect apocalypse is not here but there are reasons for concern*",

where they relate to the fact that the number and variety of insects are rapidly declining – all over the world.

That is very bad news. It is a signal of how unhealthy is our environment.



The second reminder came from [farmers review africa](#) presenting; "*Is fruit fly high infestation really the farmers' fault?*". 'farmer review africa' even dedicated the front page to this issue. Thus bringing the sad story of millions of farmers losing their livelihood to fruit flies. Attached is the article itself.

It is clear that massive media coverage is one of the key success factor in our ability to change people perception regarding what is really going on in plant protection.

What is a 'safe' pesticide, and is there a 'safe' pesticide? Or how 'natural/biological pesticides may affect our environment and lives.

This war is for our generation, but even more, for the generations to come. It is a huge responsibility, which we do not have the privilege to pass on.

The fact is that Biofeed is taking an active role in that environmental war and in times even leading it with knowhow and practical solutions.



To take a step forward and make it accessible to everybody, including business wise, I decided to personally take such responsibility and take the advantage of using new media tools, such as webinars.

This is in order to facilitate more direct and easy contact between Biofeed and potential partners, business, science, public, distributors, media channels, etc.

Couple weeks ago I announced that I will hold my first webinar, in which interested channel partners can meet me virtually and hear what Biofeed is about, and how they can benefit or co-work with us.

Remark: what is a 'webinar'? It is kind of a live online seminar. You can see and hear the presenter or a presentation, and even exchange notes. So it is a great tool for intermediary interaction.

The immediate positive response and registration of all allocated 30 places is proof of how critical is the issue and that there are people who see the business opportunity in this.

For now, the webinar is full and closed for additional participants. I hope to announce an additional event soon.

If you registered, you will get within a day or 2 an invitation to register into the webinar system. Then you will get a link to the webinar itself. Feel free to e-mail me if from any reason you don't get it.

Together let's make fruit flies;  
*'just another pest!'*

**Leave Your Worries Behind and ==> Make a Change!**  
(Grow your Income)

Regards,



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

**P.S.** Second season in Africa, and early results already start flowing in from early fruit growers. Happily, results and users are positive and happy.

I am looking forward to a great year and a grand promising future for millions of farmers.

**P.P.S.** I am fully into preparing the webinar. Preparing very unique content.

If you registered for the webinar, don't miss it. It is going to be great, intensive, and extensive and a life-changing event for some of you.

**Make sure to connect 20 minutes before the scheduled time (17:30, Israel time).**

*"Green, effective, healthy and suited for **all farmers**, this is my vision for pest management"*

You can contact me on [LinkedIn](#) / [YouTube](#) / [Facebook](#) or a return email.

If you enjoyed it, please share it with friends and let them enjoy the high quality pest control solution we provide. They can also add themselves to the list of mail receivers by - **Pressing here**.

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Volume 7. Issue 2. March/April 2019

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## IS FRUIT FLY HIGH INFESTATION REALLY THE FARMERS' FAULT?

**D**uring my 30 years in the field of fruit flies and pest management, I had endless conversations with farmers, experts, regulators, officials, scientists from the agri-chemical industry, etc. We talked about endless subjects related to pest control.

However, it took me a while to notice the following behavior: whenever fruit fly control is going well, we tend to contribute it to the fact that 'the solution' is good. Yet, when results are not good, we tend to focus mainly on the farmer and the things he did wrong, or not as he should have.

Again, when things go wrong... no word about the quality of the solution, or technology... instead we focus on the farmer. This is so inherent that even the farmer himself believes it is his fault. Out of respect to all those involved in pest management, I think this must be discussed because there is something deeply wrong in such approach where the blame is on the user and not attributed to the product characteristics. Furthermore, I believe that a deep understanding of this issue may be

the beginning of a new era and relationships between farmers and researchers, experts, government officials, and agri-chemical personnel. The mutual goal of quality results can create an open discussion based on needs and results or requirements.

Let me share with you a typical conversation/ phone call that I manage almost on a daily basis when on the other side of the line there is a

farmer/a counselor/an expert, etc. (in short, FCE).

**FCE:** Hi Dr. Nimrod, how are you?

**Nimrod:** Thanks, good, how can I help?

**FCE:** Everything is fine, but fruit fly infestation is higher than I would like it to be, and there is a lot of labor and high cost involved in the fruit fly control, which influences the business results of the farm.



**Nimrod:** please tell me;  
 (a) What is the order of importance you give to each of the three problems you mentioned?  
 (b) What are the control actions you take? and  
 (c) What are the results you have received?

**FCE:** The order of importance in my case is: fruit infestation is the #1, and for the other 2 I relate similar importance.

As to fruit fly control - I do sanitation, use traps, and obviously spraying. Yet, I am frustrated because after all this infestation is still too high! What am I doing wrong? What else can I do? I just don't understand it anymore!

There are situations and problems where doing 'more of the same' is simply not the solution. In such cases, you need to 'dig deeper' and understand the situation and cope with the true nature of the problem.

Now let's think for a moment about 'consumer products'.

Do you remember the days when you had to be a programmer just to use your videotape machine? Or the days when we received a computer program with a very thick instruction book? Well, those days are over. They passed when the consumer goods manufacturers realized that their clients are not computer programmers or engineers.

Finally, they understood that their clients want goods that are easy to use.

Any expert in any field should keep in mind that all the others are not experts. Therefore, he

should design any solution to be easy-to-use for everybody else (meaning, for us the ordinary people).

Basically users, in all fields, want the same thing - a quality product, simple and easy to operate which will deliver and do the task or work we expect. That's why we all use smartphones that are smart and sophisticated but at the same time also easy-to-use (much more than in the past).

Even a PC popular operating systems failed in the smartphone world. Why? Because it was less convenient to operate than its alternatives.

Now let's get back to agriculture and fruit fly management. Here, too, we have a User and a Provider.

**1. User = Farmer.**

The farmer role is to produce food (fruits, vegetables, etc.) and live from the revenue it will bring. For that end, he needs to use pest control solutions, such as for fruit fly control.

The farmer expects the same as every user - a product that provides a solution to his problems; cost-effective, safe and simple to operate. One thing is certain - when we encounter a repeated problem with pest management - do not blame the farmer.

**2. Goods and Service Providers ('The Providers') = Industry, state, researchers, NGO's, etc.**

I consider the responsibility of the Goods and Service Providers to include, in addition to other

elements, also the following:

- Results – the extent of damage by fruit flies (and more generally, by pests) – infestation below the economic threshold.
- Low Labor demands.
- Safety of usage – for humans and the environment.
- Convenience and simplicity of operation (low complexity).

One thing is certain - when we encounter a repeated problem with pest management – we at Biofeed do not blame the farmer. It's that simple and so understandable. If you are a farmer, just remember that you have all the right to demand from The Providers - a better fruit fly control solutions.



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