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## The 'Impossible-Mission' That May Save Africa



Please let me start with a very personal story.

### The Power of The Individual Will

Many years ago, as a farmer and a fruit grower, I observed the terrible situation of farmers having to spray often the fields and, the general public that is consuming those poisonous products.

But the most disappointing was the fact that the treatment was often ineffective.



Mango fruit infested by fruit flies.

As a result, I set for myself two professional goals:

1 - To allow farmers to keep their fruits free of sprays and free of fruit flies (fruit flies are the most difficult group of fruit pests in the world).

2 - To allow us, the general public, to purchase high quality, beautiful and tasty fruits, but also safe to eat, with no insecticide residues.

Over the years, most of the time, it looked like this is a "*Mission Impossible*"! Maybe even megalomaniac!?

Megalomaniac??!....

Because how will one person, scientist, grower, farmer who established a small company, succeed where huge international companies, universities, research institutes, and countries failed again and again for nearly 100 years?

But, with persistence and determination, 25 years later, my success is a proven fact.

Biofeed, which I established years ago, is the only company in the world that has developed, tested, introduced and proved-in-fields in many regions of the globe, a solution that enables highly effective fruit fly control – **without any spraying!**

Biofeed's GCFR advanced technological-breakthrough enables us to develop new crop protection solutions faster and better than any other company.

GCFR based products provide the farmers with a simple, easy to use, crop protection solution that works better than any spray!

Furthermore, Biofeed managed to bring crop protecting solutions to fruit fly species that till then had no solution, whatsoever.

Those pests' species include the most economically important fruit flies in Africa and Asia.

The ones who are 'responsible' for the devastating 50% yield loss (average).

Hence, creating a shortage of food, the necessity to import food and, mainly the inability to export fresh fruits!

By introducing a spray-free crop protection solution for those pests, Biofeed practically paved the way for fruit growers to produce more and better fruits, free of fruit flies, free of chemical residues.

Those fruits are high-quality, and finally suitable for export.

By transferring the agro-business from

'Local oriented' toward 'Export-oriented'  
(at a premium price) the growers will  
bring a positive economic impact to  
their country and their personal life as well.

So what once seemed '*impossible*' - today is **a fact of life**.

### **The Weakness of The Easy-To-Achieve Targets**

Meanwhile, I met innumerable  
companies active in the field of fruit  
fly control that versus Biofeed's  
impossible-ambitious targets they set  
simpler and easier targets to achieve.

I am sure you are familiar with such  
targets, such as increasing sales  
turnover by 20% or reducing costs  
by 5% and bring more revenue from  
their clients.

Yes, easier targets, but where are those companies today?

In fact, their place has hardly changed.

Some of them have grown slightly, some  
have disappeared or swallow (acquired)  
by an international company, some have  
realized that the solution they offer is  
not effective enough and have gone  
looking for luck elsewhere.

### **How Can We Become Greater?**

In the above example we see how  
a huge organization put a small goal,  
but fail to achieve it.

While, a small organization put a huge goal, and achieve it.

**How come?**



*"not because they are easy, but because they are hard"* John F. Kennedy (>[Link](#)<)

Remember that, in order to succeed, an organization **must** set itself *Challenging Goals!*

It is all about the:

- (a) quality of management plus.
- (b) quality of the organization goals.

As an organization leader it is up to you to set a vision, and as a result, the Level of Challenge, which you wish to confront.

You can choose an easy-challenge, a hard-challenge or even an impossible-challenge. It is completely in your hands.

Yes, as always the key to an organization

-success lies in the people, and mainly the quality and strength of its managerial backbone.

### **Africa Should Aim Higher**

Today, when I look at Africa, I see countries with extraordinary potential, but low economic performance.

I ask myself, **why?**

But let me start, first, with the '*why not*'.

I do not think that the reason for the low economic performance is the inability of the people of Africa, nor the result of 'objective conditions'.

I think that in African countries people have management capabilities that are no less than their counterparts in Europe, USA, China, and India.

So why is there such a huge economic performance gap, over decades?

There are of course countless reasons (I invite you to read *Guns, Germs and Steel*, by Jared Diamond), but I would like to offer two points that seem to be particularly critical for our future success:

#### 1 - **Setting Challenging National Goals.**

I believe such goals have to do with the agri-sector, which includes over 50% of the working force.

2 - Using inappropriate business models, especially in the agri-sector, for the business environment of Africa. As often over 50% of the population is agri-business oriented, this is a major problem.

John F. Kennedy was more than the President of the United-States, he was a true Leader. The words of his speech from September 12, 1962, are like a song to my ears and a pure pleasure to my soul.

I invite you to read his speech carefully and take from it whatever suits you the most.

*"We choose to go to the Moon... We choose to go to the Moon in this decade and do the other things, **not because they are easy, but because they are hard**; because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one we intend to win, and the others, too." ([Link](#)).*

By the way, the USA achieved its goal on July 20, 1969, with the landing of Apollo 11 on the Moon. Only 7 years for something that no man ever has done before. Not bad!

Now, what is your 'Moon'?

### **Setting A Pan-African / National 'Impossible Goal'**

And if we agree that *Challenging Goals*

are important and even critical, then I would like to propose a Pan-African/ National Goal, which may be seen by some as an *Impossible Goal*.

Good!!

And here is the Pan-African / National Goal I propose –

**"To Increase Agricultural Exports Till Turning Into An Export Oriented Economy, And Becoming The World's Food Barn".**

Moreover, I suggest to do that - **by focusing on high-value added crops, and to declare a target of double the export value within the next 7 years.**

Africa should use its natural climate, the vast good land, and local human resource to create a competitive edge to its products on the international markets.

Such activities will boost local agriculture into the 21st century, while simultaneously creating millions of jobs related to agriculture, improve the growers' life, introduce mechanization, packaging, marketing, logistics, transportation, advanced agricultural research, and much more.

It is time for a Pan-African/National Action-Plan that will allow everyone (who is involved), economic welfare and the creation of a knowledge-based,



agri-based, economy with sustainable long-term benefits.

I already set up my *Impossible Goals* for Africa.

I call it **Biofeed Green Valley...**

**"Moving From Low-Yield Poor-Quality, to High-Yield Export-Quality"**

Join me and let's together transform Africa into the world's food barn.

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

See you soon,

Nimrod



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

**P.S.** I completely understand if you don't believe, or if you don't trust anyone who says "we have a spray-free solution for fruit flies. You are 100% right.

So don't believe, don't trust... but see this [>>> link <<](#) telling the story of Biofeed *FreeDome* and Biofeed *Green Valley*.

**P.P.S.** Remember that – there will be no economic revolution in Africa without the participation of the agricultural sector.

**P.P.P.S.** And there will be no agricultural revolution without Export.

**P.P.P.P.S.** Export of fresh, high-value fruits, is the best and the fast route!

**P.P.P.P.S.** Following my previous emails many of you contacted asking about Biofeed *FreeDome* and [Biofeed Green Valley](#).

That's great. We are currently in talks with a large number of businesspeople and countries about starting operations in 2020.

We are at full capacity for 2020, and therefore registration for 2020 is **closed!**

From now on we open the registration for the start of **2021 operations** (2020 is for waiting list only. Sorry).

**P.P.P.P.P.S.** [Biofeed Green Valley](#) is first of all about rebuilding the local agri-sector according to Israeli standards.

This is a once in a lifetime opportunity.

You didn't have it before, and who knows when you will get such an opportunity next.

*Biofeed Green Valley* focus, on purpose, on high-value crops.

Waiting is losing precious time and opportunities. Don't let your farmers suffer more than they already did. Join in today.

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

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