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גשלה: 16:34 2019 מרץ 01 יום שישי
אל: Nimrod
נושא: The One Word I Love The Most

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Hi,

Bill, like many others, says "*It's quite impossible...*".

I just love those words – *It's quite impossible*.

Why?

Because it is an old joke around entrepreneurs that when you find a person that says "*It's quite impossible*" you can bet on it that there are at least 3 companies around the world working on it to make it possible or even (often) it is already done and became an existing fact.



In a recent post on LinkedIn someone, named Bill, writes to me -

"It's quite impossible for any large scale commercial planting without using any synthetic pesticides to obtain desirable quality and quantity of harvest."

This is really insulting to say to someone who is making **it** day in and day out '*possible*'. And then I think to myself, 'maybe it is *impossible* to go on the way it is.

Because where I am now (Africa), I see that with all the chemicals of the world they get terrible results.

How terrible? So terrible that export is down to nearly zero. So terrible that they lose over 50% of the produce, e.g. mango and other fruits/vegetables by fruit flies.

Therefore, the only thing I view, as "*It's quite impossible...*" is the continuation of the current situation.

I would, therefore, rewrite it the following:

"It's quite impossible for any large scale commercial planting to base its pest management on the extensive use of synthetic pesticides, applied by spraying, to obtain desirable quality and quantity of harvest."



But, let's use this opportunity to zoom out and see the Big Picture.

How many people thought, believed and were convinced that it is '*impossible*' to get to the moon, '*impossible*' to take 300 tons of iron up in the air (and full of people inside??), etc.

Similar is the situation with people saying it is '*impossible*' to feed the world growing population (remember Thomas Robert Malthus?), or '*impossible*' to effectively fight fruit flies and export from wherever we wish,

All those things that were once ***impossible*** later become ***possible***, and a bit later became the ***norm***.



Therefore, the only difference between the '*impossible*' and the *norm* is our perception of the future and reality. We change our future by creating changes in our present (remember my last mail regarding the Change?).

All it takes is a few people around the world to change the course of history.

These are the ones who dare to see the '*impossible*', as a '*possible*'. They dare to dream and are not afraid to fail and start all over again until they will reach their dream and introduce yet another '*possible*'.

Try to think of life without computers, smartphones, cars, airplanes, electricity, running water, etc. All were, at a time, '*impossible*' or a dream of science fiction.



The number of times I have heard about my own activity and vision - '*it is impossible*', is countless.

Surprisingly it is not the farmers or the ordinary people who are saying that. No, mostly those are the Experts, or Leaders, or the Managers responsible for the decision to create the change and bring the *possible* into reality.

I asked myself, why it comes from them?

The answer I found the best is – they know that they are smart, after all, they are; Experts, Managers, Leaders.

That self-delusion drives them to believe they have the knowledge and experience (know everything) better than others (or anyone else).

From that, they mistakenly conclude, that if they didn't invent **it**, didn't see **it**, and don't know about **it**, **it** simply can't exist or can't be true = logical that '*it is impossible*'.

Why it is so important to understand that logic?

Because it is time to acknowledge that the challenges ahead of us are not technological at all! Our biggest challenges are the mental ones when people think, '*it is impossible*' or being told – *it is impossible*.

You know what, after you hear it enough times you start to believe it. At that point, it does become '*impossible*'.

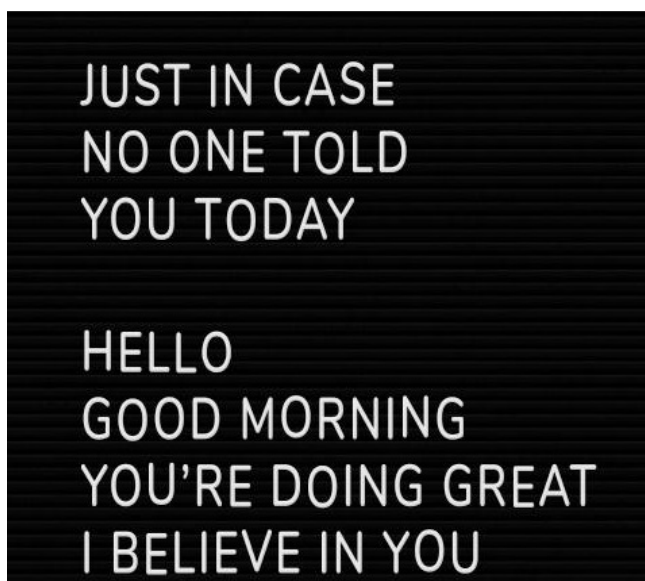
I spend a lot of time with the 'impossible people', and I learned to understand them, not to agree, but to understand.

Today when I have a seminar, I talk much less about technology and much more about the *possible*, about the things we already did, proved, and ... are in use, which they still consider as '*impossible*'.

I talk about the Vision, the Targets and the achieved Goals presenting a different future-picture than the one they became used to see paint and describe as the reality.

In those seminars, I see the change in their eyes and I know that we are going to have a success when their faces and eyes start shining. At some point, their faces are saying to me... "*o.k. we understand it is **possible**, we **believe** you, you **proved** it to us. Now take us there.*"

Then, I know we can start working together and that we will bring the change of success.



Now I'm back to the people saying: "*It is 'impossible' to feed the world growing population*", or in the words of Thomas Robert Malthus, 200 years ago - "*The power of population is indefinitely greater than the power in the earth to produce subsistence for man*".

As if this is not enough there are those who say 'it is impossible' to export fresh fruits and vegetables from two third of the world" (i.e., Africa and Asia).

The fact is... today we **already grow** all the food that we will need in 50 years from now, while the world population will increase its self by several billion.

However, we lose to pests nearly half (50%) of what we grow. Ho, yes, and this is while using pesticide spraying in a very careless way.



Export is king.

What it means is, we can easily double the food production if we **do not lose** what we already grow. If we do not lose it, it means that unlike today, we have good tools to fight pests.

If we effectively fight pests not only we have much more produce that is available, we can also **export**.

As you know, 'export' is the keyword to increase of income and well-being of the population. At the same time 'export' help to bring a sense of dignity and a promise for a better future. No need for charity, just export!



From that reason, Biofeed is not viewed by me as a pesticide company. Biofeed is a **'well-being company'**, thinking of the people, their health and their future – first, then coming up with solutions and tools, within our field of expertise, to enable this.

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

Join Us, Leave Your Worries Behind and ==> Make a Change!

Regards,



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

P.S. When you are doing the *'impossible'* many are waiting to see you fail.

So what do you do? You simply don't take failure as an option. Not by ignoring it, but by working hard and making things so completely that you practically minimize the chances of failure to some neglected number.

P.P.S. If you are one of those who **do believe** in doing the *'impossible'* – and bringing more export-quality food to the world, and to you, just contact me.

P.P.P.S. This week in Togo was a great success as I met and had a seminar, following by a field training for local experts from the two leading universities, Ministry of Agriculture, Plant Protection and others.

NOW they believe in the *possible* and can visualize the change in the situation of food availability and export possibility.

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

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