

מאת: nisraely=biofeed.co.il@responder.co.il בשם Dr. Nimrod Israely
<nisraely@biofeed.co.il>
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אל: Nimrod
נושא: The Power of Mutual Trust and Respect

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Hi,

We live in an ever-changing time and environment.

Organizations, our society and we are changing mentally, physically, technologically, economically and socially.

Similarly and in parallel, the world of pest control is changing fast as well. There are many more incidents of invading pests' species, new requirements, new discoveries, new demands, and new ideas.

Each of the above creates a change, which we have to cope with, and therefore in time, everything is constantly changing.

To keep up with the rest of the world we need to change as well.



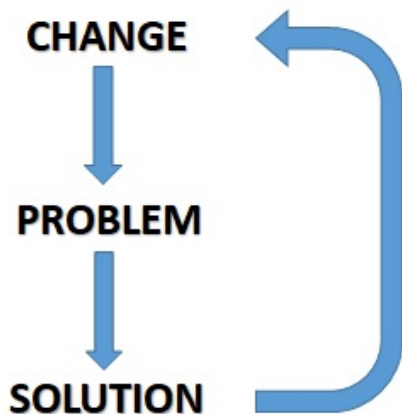
We know that as we get older, changing becomes a problem.

Why?

Because changing is not an easy task for us. It reminds us that we are not perfect, that we should improve, it is painful, it requires to admit that some of the things we did until now are no longer valid, it requires the desire to change and a huge investment of our emotions, resources, and efforts.

Now here is the other thing... Change creates new Problems.

Once we have a Problem we need a Solution. Then the Solution itself create a Change. It looks like this...



"people should not expect to permanently solve all problems. When one set of problems is solved, a new generation of problems will emerge.

We will stop encountering problems only when there is no more change, and that will happen only when we are ... Dead." (Ichak Adizes).

Change is a fact of life, and life is about Change

The potential of damage by fruit flies is enormous. "The family Tephritidae (fruit flies), is among the largest families of Diptera, and includes approximately 4000 species from 500 genera. Currently, it is generally acknowledged that there are probably 1500 fruit fly species relating to fruits; more than 250 species of which are of economic significance" (Yujia Qin et al, PLoS One. 2015; 10(1))

You simply cannot survive the war against fruit flies without - changing.

| | <i>Anastrepha</i> | <i>Bactrocera</i> | <i>Ceratitidis</i> | <i>Dacus</i> | <i>Rhagoletis</i> | others | Total |
|----------------------------|-------------------|-------------------|--------------------|--------------|-------------------|--------|-------|
| Asia | 0 | 33 | 2 | 8 | 2 | 15 | 60 |
| Africa | 0 | 5 | 12 | 14 | 0 | 13 | 44 |
| North America ^a | 26 | 5 | 1 | 0 | 15 | 7 | 55 |
| South America | 36 | 0 | 1 | 0 | 6 | 1 | 44 |
| Europe | 0 | 1 | 1 | 0 | 4 | 5 | 11 |
| Oceania | 0 | 25 | 1 | 3 | 0 | 3 | 32 |
| world | 44 | 51 | 12 | 19 | 22 | 32 | 180 |

Numbers of fruit fly species in each continent (except for the Antarctic). Current worldwide distribution of (only) 180 economically significant fruit fly species ([Yujia Qin et al](#), PLoS One. 2015; 10(1))

The invasion of fruit flies to new agriculture territories, together with the world population growth (and the increase in food demand), the new increased standard of living of farmers, and new market demands for zero-chemical residue/use plus zero-fruit-fly-infestation, presents a significant change from everything we were used to in the arena of pest control.

Those new demands/changes naturally create problems.

Why?

Because the **'tools'** we used in the past (e.g. spraying and SIT) are not effective anymore to cope with the present situation and the future problems.

So how do you manage a solution suitable for the present and capable to solve the future problems fruit flies pose to us?

You bring in **innovation** to develop a solution that is capable of changing fast, to adapt to the constant changes and the problems arising with those changes.



To manage the constant and rapid changes associated with the control of fruit flies Biofeed use a set of 'tools':

1. **Innovative product/s** that enables override the current and future problems of chemical residues and issues of control quality.
2. **An algorithm** that enables fast, cost-effective, development of additional new solutions.
3. **Know-how** of how to achieve the best results based on sound ecology principles.
4. **Managing the change**, through (a) a collaborative decision-making process and, (b) leading the implementation.

The solution flexibility and potential to adapt to the change is allowing us to intervene when and wherever there is a clear Problem combined with the desire to Change.



Desire alone is not sufficient to make a Change. We also need commitment, as well as perseverance and determination. That is because the process of Change until we reach a Solution requires a lot of energy, and investment in time and money.

Another required 'ingredient' to a successful Change is; openness, candor, sharing, speaking the truth in its fullness. That is a huge barrier as we are ready to speak openly and expose 'everything' only with whom we share mutual trust and respect.

Therefore, it is best we start a project, involving Change, in fruit fly management when there is a sense of urgency with the desire to change and succeed, together with full commitment, determination, and mutual trust and respect. You have this, you will have success!

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. The world is changing. Chemical residues (little or much) is unwanted. Availability of healthy fresh fruits and vegetables is of value.

P.P.S. Taking care of the environment, considering natural enemies survival and ensuring the health and economic viability of farmers is **IN**.

P.P.P.S. Pest control is about to make its frog lip. For the first time in over 50 years, we will have more Solutions coming in than Problems. That is great news.

P.P.P.P.S. No matter what the Changes and Problems are - the Solutions will come faster and better where there are mutual trust and respect between all participants taking part in the process of decision and implementing.

I believe it also makes work and life more enjoyable. You should try it.

* This post is inspired by Ichak Adizes work in the field of Change Management. Thank you Ichak for the inspiration.

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

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