

## Nimrod Israely

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**מאת:** nisraely=biofeed.co.il@responder.co.il בשם Dr. Nimrod Israely  
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**גשלה:** 06:44 2019 אפריל 13 שבת  
**אל:** Israely  
**נושא:** The Reason Why 99% of The Distributors Will Always Be Frustrated

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I remember myself as a farmer,  
I knew that all the distributors had  
exactly the same pesticides.

So when I needed pesticides to  
spray I would call some distributors  
and ask them two questions -  
how much it costs and how quickly  
it can reach me.

That's it, two questions.  
And they?

**What choice they had!?**

**They could only fight for the price**  
and speed they came to me.  
And they came very quickly  
(I was a great buyer!).

Years later, when I first entered the  
field of agrochemicals, I knew one thing -  
farmers would want to buy my products,  
they would ask for it and wait in line to buy it.

Plus, the farmer will pay what I think I deserve.

## Why?

Because only I will have this product.  
This product will be different from  
everything else.

It will be better and of higher quality.  
It will be made by a farmer for farmers,  
the way farmers love it.

It (the product) will do things that  
no other product in the world can do.

Now, twenty years later, after intensive  
work, learning, thinking, marketing models,  
market study, customer study, product  
matching to the highest standards,  
development according to my craziest  
requirements.

Everything is coming to life the way  
I envisioned it.

## Today?

We (Biofeed) are currently in the  
midst of sales for the 2019 season.

There is only one product in the world  
that is based on the most advanced  
GCFR technology that Biofeed has developed.

Only Biofeed has products for a long  
series of fruit flies that include the worst  
pests that exist today in the world.

In Israel, **80% of our customers** purchased

and paid 3 years ahead.

In other words, they have already ordered and paid (money in the bank) for 2019, 2020 and 2021.

To the best of my knowledge, no other company in Israel (and the world?) has such crazy customer loyalty in the field of fruit fly control.

Now, in Israel, we sell products for the Mediterranean fruit fly and the Olive fruit fly.

Two pests that have dozens of cheaper products. Israeli farmers know them, tried them, worked with them ... still, many of them chose to work with Biofeed and pay 3 years in advance to ensure their future inventory and price.

This is a crazy business success, but I see it first as a statement of trust in the team, in the company, in the technology, in the product, and in the Green vision I bring with me.

Now, when we go out into the world, we bring this proven experience to every place we enter, to each of the endless countries that suffer from fruit flies.

**The meaning?**

Biofeed brings technology and a business approach that is different from what is customary today in the field of pesticide distribution.

I want distributors that work with me to enjoy the freedom of knowing they have the best ever solution with the best professional backing.

They will have 'their own league', a league where other products, such as sprays, traps, and SIT are meaningless.

My distributors will enjoy the privilege that the farmers will look for them.

Farmers will pay in advance, farmers will ask them to save stock for them.

A distributor of Biofeed will not have to 'chase' after customers because customers will look for him (as they do today in Israel).

By the way,  
guess how many salespeople and marketing people Biofeed have in Israel?

Zero.

Yes, we do not have any salesperson or marketing in Israel.

Farmers call us, order, pay and receive the goods.

Hard to believe, but true.

How about you?

Would you like to have such a relationship with your clients/farmers?

Now it's your chance to join the team of distributors who will work with us in one of the 70 countries where the world's worst fruit fly, **Bactrocera dorsalis**, exist.

I am also open for discussions with distributors from other countries where there are other bloody fruit flies.

### **Important!**

On Tuesday I have had my first webinar ever.

It was amazing, it was stimulating, it was full of energy, and a lot much more...

Ninety percent (90%) of the participants stayed to the end.

And the end was after a few hours! **Kudos!**

In the end, I finished the broadcast because I was already finished and had to rest.

But ... as I promised, next Monday, April 15th, 17:30 Israel time, I will do another Webinar.

Because of the heavy workload,  
I am canceling the additional  
Webinar that was scheduled for  
Wednesday, and also inviting its  
participants to join me on Monday.

Of course, those who for various  
reasons couldn't make it to this  
week's meeting are invited to join  
the Webinar too.

To join and register to the Webinar  
click on the **>>> link <<<** and follow  
the instructions.

See you soon  
my friend...



Regards,  
Nimrod

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