

## Nimrod Israely

---

**מאת:** nisraely=biofeed.co.il@responder.co.il בשם Dr. Nimrod Israely  
<nisraely@biofeed.co.il>  
**גשלה:** יום שני 14 מאי 2018 06:02  
**אל:** Nimrod  
**נושא:** The [double] Impossible Ahead!

Dear Nimrod,

I'm just catching my breath - what a hugely successful week for Biofeed! During the **Agritech Israel 2018** conference and related events, we received strong interest in Biofeed from major agricultural players from India, Africa, Southeast Asia, and Latin America.

The many and intensive meetings we had during this week have left us exhausted but full of huge hope for the role that Biofeed will play in the future of agriculture around the world!



Agritech served well for high-level meetings. Here with **Louise F. Scura**, Practice Manager, World Bank Engagements Unit

At the same time, success breeds new challenges, and we're onto a doozy of a challenge.

Biofeed already has proven solutions against six of the major agricultural pests in the world:

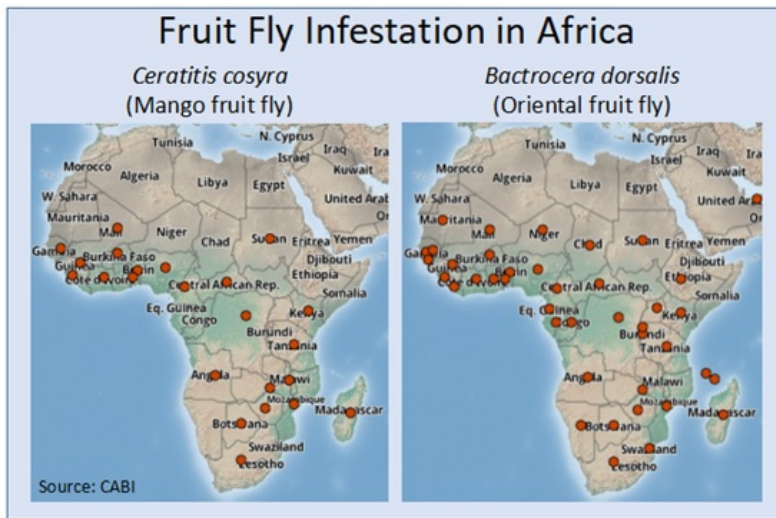
- Mediterranean Fruit Fly (*Ceratitis capitata*)
- Olive Fruit Fly (*Bactrocera oleae*)
- Peach Fruit Fly (*Bactrocera zonata*)
- Lesser Pumpkin Fly (*Dacus ciliatus*)

- Mango Fruit Fly (*Ceratitis cosyra*)
- Oriental Fruit Fly (*Bactrocera dorsalis*)

But for the fruit growers of Africa half a solution is no solution, and when growers face two of these pests **at the same time** one solution is not enough.

Many areas of Africa are infested by both *Ceratitis cosyra* and *Bactrocera dorsalis*, and getting rid of only one means that the other will destroy the crops.

For the fruit to reach harvest, **both pests must be defeated**. This is the new challenge we have taken on.



Note to the staff of CABI; *C. cosyra* is also present and [recorded in Ethiopia](#)

This is where Biofeed jumped in with both feet, at the beginning of this growing season.

Biofeed's success at combating one fruit fly is proven, but two at the same time is much more challenging - and in particular since *Ceratitis cosyra* is new to us.

And facing both pests by placing separate units for each pest is not a sustainable cost-effective approach, but rather the same, **single unit**, must combat both pests at the same time!

Please make no mistake - Biofeed's ability to almost completely eliminate a particular fruit fly, safely with no spraying or environmental impact, and with easy-to-use once-per-season placement - is a very large achievement of itself, as presented in our Grand Challenges Israel, in India a year ago:



India: [Protecting mangoes](#) from Oriental fruit fly infestation last year

Will Biofeed's combined solution be effective against both mega-pests *Ceratitis cosyra* and *Bactrocera dorsalis* at the same time?

How much will the combined solution reduce the infestation of each of these pests?

Have we reached too high in setting an objective of reducing infestation of both of the pests by **50% in the first year**?

We are awaiting tensely, along with the farmers at the site in Togo, to see the results of this **double-challenge**, this week.

The results will have far-reaching impact for farmers throughout Africa as well as in our other major current focus area, India, and throughout the world.

The results will be in starting this week and continuously in the next coming weeks - watch for the updates!

It is thanks to your interest that I write this e-mails. Share this mail with friends or add them by **Pressing Here**. Please *Share, Like, Connect* and *Follow* me here [LinkedIn/ Facebook/ YouTube](#), where I update more frequently. You can always unsubscribe.

Regards,



Nimrod

P.S. Those of you who believe in the importance of Biofeed's mission can partner with us - as a distributor, an investor, or a government advocate. Let's leap forward together!

P.P.S. We're entering the harvest season in Africa and India - I'll be in both places extensively over the coming weeks to bring you a full report of Biofeed's continuing development and results with both single-target and double-target implementations!

Sent to [nisraely@biofeed.co.il](mailto:nisraely@biofeed.co.il) by [nisraely@biofeed.co.il](mailto:nisraely@biofeed.co.il)  
Sender: Dr. Nimrod Israely  
Sender's address: Kfar Truman  
[Unsubscribe](#) | [Edit your details](#) | [Report abuse](#)

Rav Messer, email marketing and landing pages