

## Nimrod Israely

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**מאת:** nisraely=biofeed.co.il@responder.co.il בשם Dr. Nimrod Israely  
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**גשלה:** יום חמישי 01 פברואר 2018 06:39  
**אל:** Nimrod  
**נושא:** The economy of mango industry in W. Africa [ insights]

Hi Nimrod,

The pace is fast at Biofeed!

At the invitation of the President of Togo, I was in the air to Lome less than 24 hours after returning from the India-Israel Innovation Summit, together with Biofeed's top management team.



When we landed in the Togo capital we didn't know what to expect, but by the end of the week Dotan Peleg, our Business Manager, Tamar Goshen, our R&D Manager, and I felt like we had found gold out West - gold in the ability to help the **mango growers** of Western Africa to regain their livelihood which has been literally destroyed by fruit fly infestations, and gold in the opportunity for Biofeed to bring its unmatched agricultural pest control technology to this market.

At the same time, we found the Togo leadership to be humbled, motivated and committed to resolving the key issues they are facing including Food Security, economic well-being at the national/village/home levels, and a clear understanding of the pest problem and what is needed to solve it. In addition - the President and his team were certainly most gracious hosts!



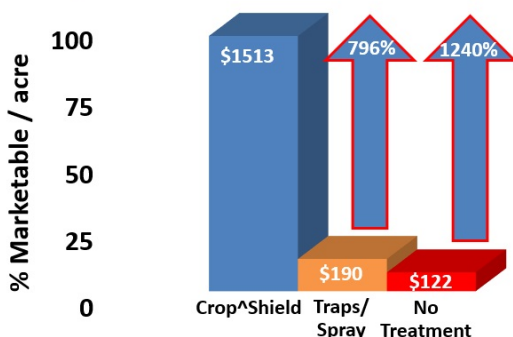
In our meeting with the Minister of Agriculture and the Director of Crop Protection and their very conscientious and well-informed teams, we laid out the radical economic improvement that Biofeed brings [as shown in this video](#) (push).

Our visit was further enhanced by meetings with representatives of the University of Kara, the University of Lome, exporters growers, and the Project Coordinator from ECOWAS. As it happens the rotational head of ECOWAS is currently the President of Togo, His Honorable **Mr. Faure Gnassingbé**, which further strengthens the united front against the fruit fly invaders.

ECOWAS has experienced a collapse in exports after the fruit fly infestations and the ECOWAS countries joined forces to find an effective solution to this problems. The major pest in terms of economic damage in these countries, *Bactrocera dorsalis*, is the same pest that Biofeed has already demonstrated effective control for in India.

Biofeed's ability to reduce fruit fly infestation from over 90% to under 10% means that using Biofeed will increase each farmer's income by more than the average annual income for the whole country! Even beyond the farmers, to whom Biofeed will provide a large economic benefit, we observed many private houses with plenty of trees surrounding them, and once these trees produce salable fruit it will increase the income of the household by the average per capita GDP.

**Karnataka, India**  
**2017, June 21<sup>st</sup>: Cost-Benefit Analysis (\$/acre)**



Finally we learned things that only can be learned "on the ground". We had thought that manpower was plentiful and cheap, but when it comes to current pest control methods the opposite is true - the cost of labor is 2-3 times the cost of the pesticide itself so that labor-intensive methods become cost-prohibitive.

Biofeed, of course, is very labor-light, with a once-per-season placement of the unit and no other manual intervention required. Similarly, the devastation caused by fruit flies has been so complete that many (most?)

mango farmers have abandoned the crop altogether and moved to other crops, e.g., cashews, cocoa; leaving Togo's formerly thriving mango export trade in decimation. Push this link to learn about ['the economy of mango growing in Togo and West Africa'](#).



And as for us -

we are as committed as the local and regional leaders to implementing an effective prevention program against fruit flies. Our first visit to Togo was a complete thrill, and we look forward to our next visit to start the "on the ground" activity to work the Mango Miracle in Western Africa!

Regards,



Dr. Nimrod Israely

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P.S.

The need is urgent and the action is immediate. If you are a quick do-er and want to lead a pilot or take part financially for the 2018 season [contact me](#) now! Otherwise - please contact us after July about the 2019 season.

P.P.S.

Don't worry - we're not taking our eyes off of India for even a moment. India and Africa are Biofeed's two top targets, and we're moving on both of them!

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