

Nimrod Israely

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אל: Nimrod Israely
נושא: This is How Farmers Double Their Income In A Single Season [Unbelievable]

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Many managers of prime companies would love to have an annual income increase by 5% or 10% or even more.

But, how much can a farmer expect to increase his income within a single season?

By 5% or 10% or 20% or maybe even 30%? Well, how about an increase of 50% or 100% or maybe even more? Do you think it is possible?

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To keep this discussion away from a 'theoretical' one, but 'down to earth', I will refer to '*an average mango grower*' in Africa or Asia.

However, if it does not fit you or your crop, feel free to adjust the numbers and assumptions to your specific crop and situation.

You can also contact me and I will assist you to adjust the numbers (special for you) and present the calculation.

Now, let's talk about what I like the most; **fruit flies** – which are my scientific passion.

Why?

Because fruit flies are the source of misery for an endless number of farmers (I was once one of such farmers).

However, now there is a way to cope with the situation and convert the misery into a source of salvation (professional and economically).

This article is dedicated to explain and open the doors to the *Why* and *How*. You are invited to enter thru that door and experience the results.



Mango infested by fruit flies. Hard to see from the outside, while rotten on the inside.

Many farmers who grow fruits and vegetables are negatively affected by fruit flies.

Around Africa and Asia, the average loss of mangos, the most common crop, due to fruit flies, is **50%**!

This is a catastrophe from many aspects – food availability, health, socially, marketing (export!) and economics.

But, from our perspective and ability to cope with the situation, I see it as "*farmers' greatest opportunity for a better future!*"

General assumptions.

Note that due to regional and other variation, the following calculation cannot be precise for every farmer everywhere, but it will give you the tools to know where you stand (or contact me so you can make the calculation with our assistance).

The basis for our calculation is the following:

* **Crop** – Mango.

* **Yield per hectare** – 10,000Kg (range 5,000Kg to 40,000Kg).

* **Fruit fly infestation** – 50% (range 30% to 100%). It means; that only 50% is non-infested and Marketable.

* **Price (payment to the farmer) -**

- Low-end market, e.g. local – 0.2\$ Kg (range 0.1\$ to 0.3\$ Kg).

- High-end market, e.g. export – 1.0\$ Kg (range 0.5\$ to 4.0\$ Kg).

* **Cost of fruit fly control** – 600\$ per hectare, including materials, machinery, and labor (range with sprays and/or traps 200\$ to 900\$, and 1,000\$ to 4,000\$ if using also SIT or bagging techniques).

Note that due to low pest control effectiveness many farmers do not use any fruit fly control measures, which means zero cost (0.0\$). In most cases, they also suffer infestation that is exceeding 50%.

* **Other assumptions** –

In order to sell to high-end market fruit fly infestation should be less than 1%, but in no case over 5%.

When fruit flies are not well-controlled farmers harvest the fruit early (before the rains) to decrease the risk. Often that results in a supply (of unripe fruits?) that exceeds demand, which causes the market price to drop by at least 20%.

In addition to fruit flies, farmers lose a minimum of 20% due to 'Other Reasons'.

The 2 question you should ask yourself every day...

**How much fruit fly control
cost me?**

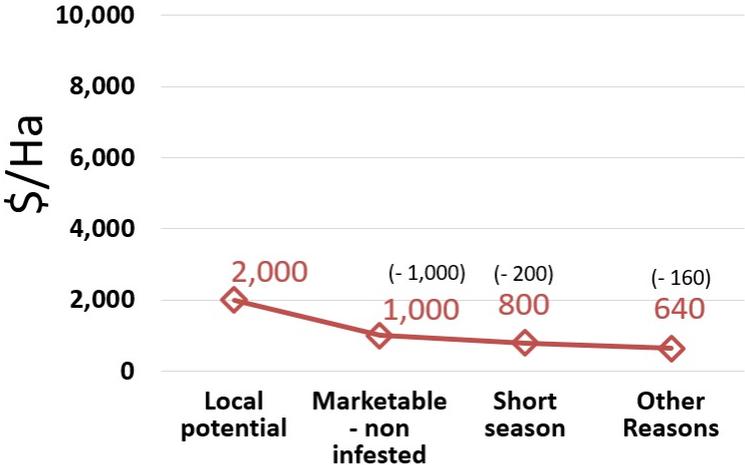
**How much do I lose because
fruit fly control is not
good enough?**

Maximum potential income per market.

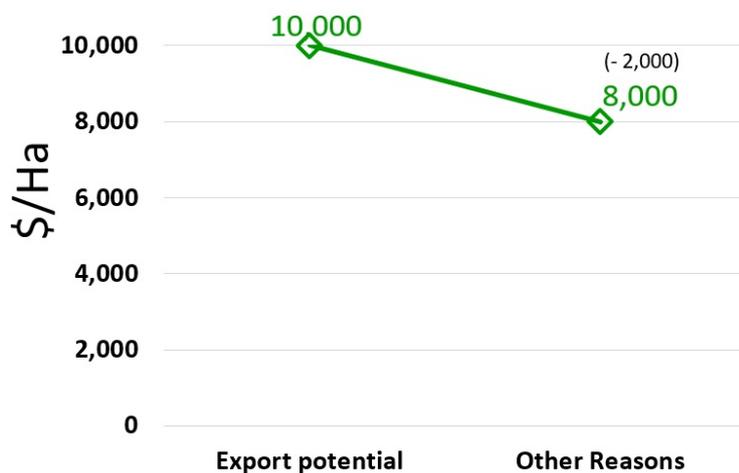
	Low-end Market	High-end Market
Yield (Kg/Ha)	10,000	10,000
Price (\$/Kg)	0.2	1.0
Total income (\$/Ha)	2,000\$	10,000\$

Losses.

1. **Low-end market** – much of the loss is due to high fruit infestation and the need to harvest early, before the rains.



2. **High-end market** – fruit flies are well controlled, and therefore there is no limitation to harvest time and fruit fly infestation is negligible.



Cost of control.

For the sake of simplicity, I assume that the cost of fruit fly control is 600\$ per hectare, regardless of how effective it is. Under that assumption, the cost of fruit fly control for Low/High-end markets is similar.

Summary Table.

Potential income, Losses caused due to fruit fly infestation (-50%), short season and need to harvest early (-20%), Others Reasons (-20%), and Cost of fruit fly control (\$ per Hecate). Profit is calculated before tax and other expenses.

	Low-end Market	High-end Market
Income (\$/Ha)	2,000	10,000
Losses (\$/Ha)		
Fruit fly infestation	- 1,000	0
Short season	- 200	0
Others	- 160	- 2,000
Cost (\$/Ha)	- 600	- 600
Profit (\$/Ha)	40\$	7,400\$

Meaning.

In the Summary Table, we see that Losses and Costs of fruit fly control are about the same. However, the big difference in Profit is due to the ability to market the same fruit to a better market for a higher price.

The Summary Table makes it quite clear that the sensitivity of the farmer to Cost of fruit fly control is very high while infestation is high.

However, once infestation by fruit flies is low, the very same farmer can immediately double the marketable volume of produce.

In addition, due to the higher quality, he can sell the same fruit for a higher price and when market demand is higher.

Once fruit fly infestation is less affected by rains the farmer gain the flexibility to harvest and market his produce at a higher price on off-season period.

How much it cost?

Cost of control - regardless of how good (or bad) is your fruit fly control, we often find the cost to be around 600\$/Ha.

In this case, if you do not apply any fruit fly control the maximum 'saving' you can reach is 600\$.

But, the hidden cost is the huge loss of fruits and potential markets.

The inability of the farmer to market his entire production to better markets, and for a higher price, cause an average income loss in the scale of thousands of dollars ('000\$) per hectare.

The four ways fruit flies increase farmers' poverty.

Direct 1 – Cost of control.

Direct 2 – Loss of produce.

Indirect 1 – Loss of high-value markets.

Indirect 2 – Loss of trust and confidence and hence lack of willingness to invest (by farmer or investors) in getting higher yields and quality.

How much do farmers lose?

Depends on yield and price per Kg., we can assume the annual loss to be in the scale of 3,000\$ to 30,000\$ per hectare.

Insight.

Prime Minister of India, Mr. Narendra Modi, has put an aim to double farmers' income by 2021. By now, he increased it by 16% only.

Using the *FreeDome*, any farmer can decrease fruit fly infestation, hence increase his income immediately – in a single season!

Now you see why I say that "*fruit flies are farmers' greatest opportunity for a better future!*"

Future. Stepping out of poverty into economic freedom.

Cutting down fruit loss for the same cost.

In the short-term, there is no better investment than fighting fruit flies, because results are immediate (within a single season!), even when you do not export the fruits.

Increase productivity and regaining high-value markets and trust.

In the long-term, getting fruit flies under effective control enables you to increase the value of your produce (to the level of export quality), which increases significantly your income.

Furthermore, effective fruit fly control brings trust regarding produce quality into the agricultural eco-system, which opens opportunities for bringing in investors and investments.

By looking into the agriculture sector in Israel, South Africa, and Peru, one can get an example of what can happen once fruit flies are under proper control.



This is what happened to Yacuobuo, an African mango grower who faced a severe fruit fly problem, which he overcame, using Biofeed *FreeDome* solution >>> [Link to video](#) <<<.

Now, think about the situation where you live; the crop, the yield, the cost of fruit fly control, the income today and the potential income when fruit flies are well controlled.

Write down all the assumptions and numbers and calculate it. You are welcome to share it with me if you want my feedback.

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

Leave Your Worries Behind and ==> Make a Change!
(Grow your Income)

Regards,



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

P.S. 2019 is still ahead of us. You can still make 2019 different from all past years, simply by contacting me and Biofeed team of experts.

P.P.S. Enjoy our 2019 policy for only - Three Weeks From (first) Talk to Walk (in your field). Yes, you are also required to be fast to act.

Contact Dotan Peleg, our Head of Business – dotan@biofeed.co.il.

To save time, make sure that upon contacting us you introduce yourself, your problem or window of opportunities. Note that we expect to get from you deep understanding of your market so we can address that market needs and requirements.

We wish to discuss the abilities to cover the costs of the Introduction Project to your market, and carry on the regulation procedure.

P.P.P.S. In just a little over a week I'll be running my first Webinar.

The Webinar is open for anyone who wants, or is just interested in using or distributing our products. The Webinar will be very comprehensive and with open Q&A's part. To register **free of charge** press here [>>> webinar registration <<<](#).

I am excited and looking forward to meeting you; join me for an exciting meeting.

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

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