

Nimrod Israely

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גשלה: 15:41 2018 נובמבר 16 יום שישי
אל: Nimrod
נושא: We Do It Because It Is Hard!

[press here](#) to watch on the web

Hi,

Insects damage human's health, food security, and income.

Man's activity in the plant protection arena is full of holes, mistakes, and misunderstanding of nature, entomology science and even our own way of thinking and culture.



Over 50% of the world food production doesn't make it to our plate.

This leads to disastrous consequences where farmers lose most of their crop as well as income, and we have reached the state in which food security has become an issue.

Overuse of pesticides often worsens the situation by harming people's health and damaging the environment.

Furthermore, farmers spending much of their income on ineffective pesticides leads to poorer farmers and increasing problems.

So, what can and should we do to make the coming years better?

How plant protection and entomology are connected to improving peoples' lives, especially in developing countries?



John F. Kennedy: "**We choose to go to the Moon...**" ([press for video](#))

Sixty years ago John F. Kennedy set a target to get to the **Moon**.

America and mankind, did it. Sixty years later we have a 'New Moon'.

Unlike getting to the moon, our current challenge has a sense of emergency.

We can not say '*someone else will do it*', because the truth is that if we don't do it no one else will.

Today, our *Moon* is:

Reaching An Effective Plant Protection With Zero Environmental Contamination!

Our *Moon* is to grow and feed billions of people with accessible healthy food.

Our *Moon* is to make sure that what we eat is healthy and safe.

Our *Moon* is to create the concept and the tools for healthier food and environment.



Green World

If we manage to do that; our children will thank us.
If we don't manage to do that; our children will never forgive us.



Safe produce in a safe environment to feed future generations.

Change is a decision. Join Biofeed to Make a Change.

Regards,



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

P.S. We are working now on an exiting great project. I will share with you more information as soon as we finalize some issues concerning it.

P.P.S. Next week I am in Bucharest, Romania, in **BiopolySci 2018** International Conference.

I am excited as I have a keynote presentation on the first day and I chair the second day. Follow me on LinkedIn for real-time reports.

[P.P.P.S.](#) As we get closer to the end of the month we get a clearer picture of 2019. It is going to be very intensive and as usual, we are going to surprise you with new things.

For more updates and information join me on [LinkedIn](#) / [YouTube](#) / [Facebook](#)!

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