

## Nimrod Israely

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**מאת:** nisraely=biofeed.co.il@responder.co.il בשם Dr. Nimrod Israely  
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**גשלה:** 08:09 2018 מרץ 18 יום ראשון  
**אל:** David (A draft for your remarks)  
**נושא:** We are the sum of our experiences

Dear David (A draft for your remarks),

### It's important to be inspired.

I've had the tremendous good fortune to be in contact with and inspired by truly outstanding people in many ways - as good people, as great scientists, and as sources of the most positive energies who have shared their world-view with me. I think of them frequently.



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Biofeed is entering its next very exciting phase to bring its highly effective, safe, easy-to-use pest control products to key markets such as India and Africa. I'd like to tell you about three elements of Biofeed that have come together in a unique way to put it in **the position of proven results and huge potential where it now stands.**

Srulik is an icon in Israel, and in many ways represents what Israelis see as their national character. Srulik's key characteristics are a simple directness and being deeply rooted in what he is about. These values have come straight over to Biofeed - from the very beginning of the development of the technology a key characteristic has been to make the Biofeed pest control solution incredibly simple and easy to use.

We have succeeded, with once-per-season placement of a small formulation bottle, and requires no action whatsoever for the rest of the year. Biofeed's deep roots grew out of my own experience as a fruit grower, and have influenced everything about how the technology has developed. And also - I can't deny it, in name and in appearance there is something very Israeli about me ...



Horatio Alger created a world as he thought it should be rather than what he actually saw around him. Through the many books he wrote the characteristics of persistence, overcoming adversity, and eventually bringing visions to reality are major themes.

These are the themes of Biofeed itself - working since 1994, and under the Biofeed's umbrella since 2004, to develop a visionary, paradigm-changing pest control technology has been a process with many barriers and hurdles and which just now is coming to fruition. Horatio Alger worked in the imaginary literary world, while Biofeed has taken its fruit fly-free vision and made it a reality in groves from India to Africa.



Dr. Walter Reed's story and Biofeed's story are in many ways the same story in different times and places. Both faced plague-like challenges - Reed with raging yellow fever and Biofeed with devastating crop destruction. Both had to gain very deep understanding of insect characteristics and behavior as the source of the problem - Reed with mosquitoes and Biofeed with fruit

flies. And, both resulted in benefit on a massive scale - Reed in bringing health instead of dread disease, and Biofeed with bring livelihood and food bounty in place of rotten crops.

There is no inspiration stronger than the ability to see the world as it could be rather than only as it is now - as The Little Prince put it, "A rock pile ceases to be a rock pile the moment a single man contemplates it, bearing within him the image of a cathedral." Biofeed is on the way to making the world what it could be!

Regards,



Nimrod

P.S. Inspire us and be inspired by us to bring the world's agriculture to a better place than we can even imagine now. We welcome you as part of our effort!

P.P.S. Don't hesitate to let me know what inspires you - I'll be happy to share (anonymously or not) with the Biofeed community what has made a difference in your life!

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