

Nimrod Israely

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אל: Nimrod
נושא: What Biofeed Is All About? [and Why We Are So Excited About What We Do?]

Dear Nimrod,

What is the essence of Biofeed OR what is our purpose?

The world of agriculture and the world of pest control are interlocked. Today when you think of pest control you think of - POISON, you think of CHEMICALS, you think of SPRAYS, HAZARDS, damaging biological balance and beneficial organisms, health issues, safety, etc.



Well, in Biofeed we believe that the concept of sprays **should** and **can** change. As a matter of fact, it **MUST** change, there is no other way!

We, mankind, must focus on the purpose, and not the process, and the purpose is to grow enough food to feed ourselves.

The food itself should be of high quality and healthy to the consumers, non-target organisms and the environment.

Yes, pests thrive on whatever we grow. Let's remember, they were here first. Looking at our leadership, they will also be after.



What I suggest is simple; let's focus on making sure we get what we want, which is;

'getting enough quality and healthy produce, while keeping not-target organisms and the environment safe and sound'.

That means that insects, like other organisms, are not our enemies, and we should refrain from harming them as much as we can!

We should make it our target, not to harm non-target organisms. We practically fail every time we kill a non-target organism!



Now, most people find it hard to bridge this gap between; 'getting enough quality and healthy produce...', and avoiding sprays, chemicals, poisons, etc.

This is a normal human problem. People believe what they **see**. People *believe* in sprays not because it works, not because it is perfect.

No, we know it too often doesn't work, we know it is not perfect, we know of too many pests that simply has no solution by sprays, we know hundreds of millions suffer from mosquitoes borne diseases, we know people die of hunger because there produce was consumed by insects. We know people die because of the 'solution' it self. We know all this.



Yet, people believe in sprays, because they see it, they can touch it, smell it and have a good sense of achievement once they spray these chemicals over there crop, again and again.



People need to see in order to believe. I believe and therefore I see.

This belief is called - **vision**. In my mind, this vision is vivid, clear and achievable.

So let me lead you through the process we need to go through, in order to change the world of *agriculture and the world of plant protection* (i.e. not pest control) to the long-lasting sustainable world that we wish to regain.

A) State our situation today. I think Rachel Carson in her book '*Silent Spring*' has done it well.

We should accept that plant protection, based on chemical sprays harmful to non-target living organisms and the environment, and it is unsustainable.

B) State what you want, what is your dream! (i.e. not what you think is possible).

Now, my dream is a world where plant protection is completely and totally harmless to any living organism other than the target pest.

When I started I knew people can capture the concept of '*organic agriculture*' and '*conventional agriculture*'.

In one, you spray organic chemicals and in the other, you spray synthetic chemicals. I knew that, because I practiced both for too many years.

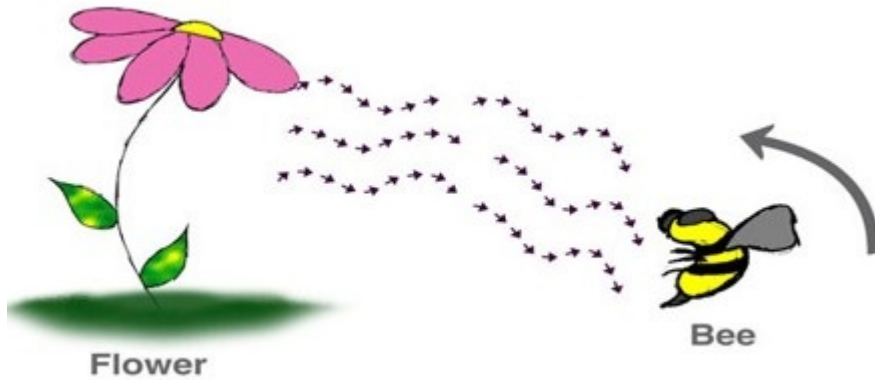
But no one would even start to consider a third option, **one that is not using any sprays**, regardless if they are 'organic' or 'conventional'.



The only practical way I could imagine to bring this dream to life was by harness the - **power of scents** (i.e. semiochemicals).

Scents are the most powerful force in the animal kingdom! Can you believe it?

It is able to easily manipulate the behavior and activity of living organisms, even from a far distance. It works with minute quantities, even from a distance. It is highly specific and harmless to any organism.



Great. Now I know the '**problem**', '**my dream**' and I have some sense of what I should put to work to **solve** that issue (scents). It was 1994 when this concept started to build within me.

Yes, now there is this little thing of convincing others to join and share my vision. That proved to be a problem. Even my closest friends did not see any future in what I was doing. They tried to make me sell it or 'let go...'

In a world where people believe in what they see, and where semiochemicals fail to bring good results under field conditions (the situation then and now), I knew that I have no chance of advancing my dream and make it come true.

The solution?

I need to develop, by my self, a **technology** and to bring it to life, so others will see it... and finally (hopefully) believe in it too. Hence, my challenge became to develop and bring a powerful, cost-effective technology.

To show the technology is effective and working I had to have a 'model pest'. As a result, *Ceratitidis capitata*, the Mediterranean fruit fly, the most problematic pest in Israel and the world, at the time, became my 'model pest'.



From 1994 to 2010 I developed the technology, making it better and better every season, every year. By 2010 we had a good working SFR based product. More and more farmers with fruit fly problems started to come and ask for the Biofeed solution.



Early steps, 1996

But that was not enough. Why?

The cost was still too high, the solution worked only for part of the fruiting season, with 150 units per hectare logistic was a problem, and to make it global we also had to show we were not just lucky with one pest.

From 2010 to 2018 we focused on the above issues. We continued developing the technology and the know-how. We have created the GCFR breaking through technology.



SFR based technology. 150 units per hectare, 2010



GCFR based technology. 10 to 30 units per hectare, 2017.

And the results? Unbelievable.

* We decreased the number of units per hectare by over 80%, from 150 to 10 to 30 per hectare, and decreased the size of each unit by over 70%. That worked like a magic on the cost. Now we were able to start working on pests outside Israel.

* We managed to extend the effective working period of each dispenser from only 30 days to over 300 days.

* We developed an algorithm for fast product development. This enabled us to cut product development time from 10 years to less than 2 years.

* With the powerful tool of development algorithm in our hands, we soon developed solutions for 4 more pests, including *Bactrocera dorsalis* (#1 fruit fly pest), *Bactrocera zonata* (#2 fruit fly pest in Africa) and *Ceratitis cosyra* (#2 fruit fly pest in Africa). For these 3 pests, Biofeed became the first and only to have an effective solution.

As if this is not enough, we started to develop solutions for more than one pest in a single dispenser.



[\(Video\)](#)

Now, for the first time, we were able to stop for a moment, take a deep breath, and look back with satisfaction.

Today you don't need to believe. Anyone who has eyes in his head can open his eyes and see our GCFR based solutions already working in 3 continents, protecting over 30 crops, hundreds of varieties, under varied weather conditions from 5 of the most problematic pests.

Change is a decision.

Better fruit... Better future... Biofeed...

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

Regards,



Nimrod

P.S. As it is now, 2019 is going to be very intensive for us. Dotan is still working to finalize the program and see how he can fit in everything.

P.P.S. November is almost here. Do not wait for the last moment, share your thoughts with me or Dotan so we can take it forward... together.

P.P.P.S. Soon there will be two kinds of farmers, two kinds of states; the ones who are using Biofeed and can safely grow and export fruits, and the ones who don't. Join us and make sure your country and your farmers are not left behind (again?).

It is thanks to your interest that I write this e-mails. Share this mail with friends or add them by [Pressing Here](#).

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