

Nimrod Israely

מאת: nisraely=biofeed.co.il@responder.co.il בשם Dr. Nimrod Israely
<nisraely@biofeed.co.il>
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אל: Nimrod
נושא: The GREEN EVOLUTION - A Laser Clear View!

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Hi,

Words can be confusing and different people may interpret them differently.

Just to be on 'the same page', let us talk about – What is **Green Evolution**, and why the *Green Evolution* is inevitable, and why nothing can stop it?

If you didn't sleep through the past 15 years you couldn't miss it...



The world is going Green, and nothing will change it.

In Europe the Green movement is nearly 40 years old, America is somewhat behind and Asia and Africa are making enormous efforts to become Green.

For example, in India, it is PM Modi who is leading the "Swachh Bharat Abhiyan" (Clean India Mission), which is also dedicated to fighting the use of chemicals and pesticides and to provide clean food to his people.

In China, there is a growing awareness to the damage agriculture already caused to people's health and the environment. As a result, every National Five-Year-Plan is giving it much attention.



Swachh Bharat Abhiyan. 'Clean India' also refers to - clean from chemicals.

Like all revolutions, the Green Revolution had a beginning (1950) and an end (late 1960's).

Like all evolutions, the **Green Evolution** has no beginning and no end. The name emphasizes the fact that this is an **ongoing** process, which is evolving over time. The concept of the *Green Evolution* is here to stay.

I see 6 pillars to the *Green Evolution*:

1. **Effective Control, Zero Spraying** – it presents a view in which no chemical whatsoever should be discharged to the environment and in particular not on any plant organ, nor to water, soil, and air.
2. **Sustainable** – we should strive to keep the 'balance' between humans and our Blue Planet in a state of 'taking less than we give'. How do we know if we act in a sustainable manner? By asking ourselves; "*if we continue doing what we do now, will our children will have less or more?*"
3. **Eco-friendly** – Whatever we do, we always make the maximum effort to affect the minimal number of organisms. How do we do it? We focus our pest

management efforts on specific target pests while using techniques that are harmless to **any** non-targeted organism.

4. **Economic** – future agriculture and pest management method and technology should produce higher income for farmers, support higher agriculture yield and quality, be integrative with food security programs, and yet leverage the economic benefits comparable to those currently available.
5. **Global** – the *Green Evolution* is global. It relates to the entire world as a single village, unlimited by geography, country, population, plant, crop, organism, etc.
6. **Farm 2 Fork** – the entire value chain should be part and benefit from the *Green Evolution*, and that includes the pest management industry.

[>> video <<](#)

Biofeed is active and involved in all of the above aspects of *Green Evolution*, the company is practically leading the *Green Evolution* by helping farmers and governments getting rid of fruit flies. The outcome is elevated pest management standards and higher income.



Fruit flies are the #1 fruit pest.

This is what *Green Evolution* is about!

Now, ask yourself;

Are my farmers / state / country / company ready for it?

What should we do to take advantage of it, to be ahead of everybody else?



[Press ==> here](#)

Green, effective and suited for **all farmers**, this is how I see pest control.

Join *FreeDome*, Cooperate Biofeed ==> Make a Change!

Regards,



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

P.S. 2019 already looks great and promising as we are getting ready to start fieldwork in several sites around Africa and India. The first crop is obviously - Mango.

P.P.S. I am now working on a wonderful programme, which we call -

Dome of Giants.

It is a breakthrough programme designed to give the best area-wide-management answer for states/countries/companies who wish to bring a game-changing solution to their farmers and make the fruit fly problem a 'non-issue'.

In this programme, for the first time, I will put to work my expertise from 13 years of research in university, and 30 years field experience in fruit fly Meta-Population Ecology.

In this programme, I completely **tailor-made** the solution for each individual client! Since it is going to be highly demanding on my side, I will open it for only 1 or 2 participants (states/countries/companies).

P.P.S. Change is not an easy decision. Contact me and I will assist you with the decision and the following process.

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Sender: Dr. Nimrod Israely

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