מאת:	בשם Dr. Nimrod Israely nisraely=biofeed.co.il@responder.co.il <nisraely@biofeed.co.il>
נשלח:	יום שישי 02 מרץ 2018 14:24
אל:	Nimrod
נושא:	When bigger becomes better

Dear Nimrod,

Pest Control means helping a farmer fight off the fruit fly infestation that can destroy part - or tragically, even all - of his income. There is no picture better than the joy Biofeed's success brings in getting rid of these pests and leaving clean, healthy, sellable fruit:

We are delighted with every farmer we help, in countries around the world.

The Biofeed solution is highly effective for individual farms and built to be easy-to-use by individuals, which is why we won the India-Israel Innovation Bridge competition "*Affordable Easy-to-Use Solutions to Enhance Agricultural Productivity and Increase Farmer's Earnings*".

However, Biofeed solution can be even more effective if implemented not by each farmer, but rather across as large an area as possible.

From my days of studying Fruit Fly Metapopulation Ecological Dynamics for my Ph.D., I know that fruit fly populations not only move rapidly across scales (i.e., geographic areas) but also reproduce rapidly and are tenacious at seeking out new hosts and food sources. Therefore, Biofeed is best implemented using an approach called Area Wide Management (AWM).

Implementing Biofeed under an AWM approach is much different and requires a different set of tools and expertise, then implementing it for a particular farmer. Rather than focusing on individual growers, AWM is a regional or countrywide methodology, which is defined at the highest levels of agricultural governance.

AWM has been long ago endorsed by the leading, worldwide, pest control agencies. However, the ability and mostly **the tools** to practically apply it was limited almost solely to use of sterile insect technique (SIT), which is largely ineffective and costly.

Here is where Biofeed gets into the picture, and by introducing the GCFR technology, we enable the use of an effective, easy-to-use, cost-effective solution for AWM projects. This is a Game-Changer!

Fruit flies know no boundaries, and this map shows the distribution of one of the most destructive of fruit flies:
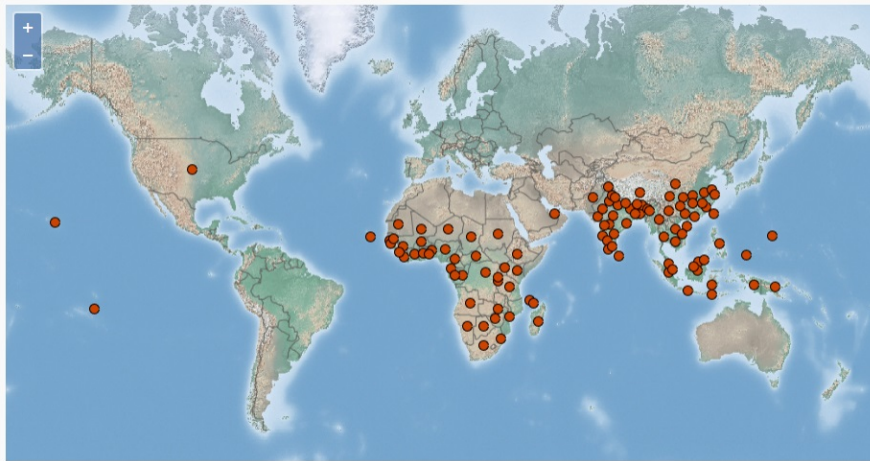

Bactrocera dorsalis world-wide distribution map (CABI)

This is the reason we are open for cooperation not only at the country level but also with multi-country / regional organizations that can facilitate and help the implementation of the GCFR solution to the highest level and for the best benefit of the local farmers/population.

The results of the AWM approach may appear dramatic, especially as they are viewed over a period of a year cycle. Unfortunately, in 'real life' the pest population remains almost the same at the beginning of every new season.

Other pest control methods offer cyclical relief from fruit fly infestation; meaning that at the beginning of the season the population level remains **with no significant change** from the previous season. However, Biofeed's GCFR effectiveness and option for **year-round continuous activity** lead to a long-term reduction of infestation levels:

Pest Population Over Time

SIT
Spray
Traps

GCFR (Crop^Shield)
Solutions
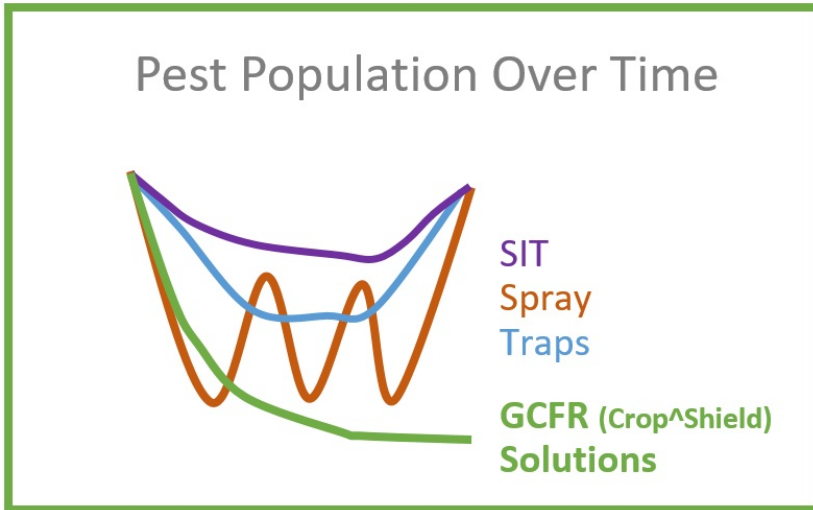
Everybody benefits from long-term reduction/elimination of fruit flies, which is best achieved using AWM - that's why I recommend it!

Please feel free and welcome to share this mail with your friends and colleagues or add them to my mailing list by **entering here**

Regards,

Nimrod

P.S. These days my life pretty much follows the Oriental Fruit Fly infestation map above - if I'm not in India/Asia, you'll likely find me in Africa!

P.P.S. AWM projects are big, and we are looking for visionary and professional partners to make them happen around the world, including all species of fruit flies. Find it interesting? Write me and we can talk about how you can become a part of Biofeed's ongoing expansion.

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