

Nimrod Israely

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אל: Nimrod
נושא: Roles and Responsibilities in Agriculture Pest Control Arena

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Hi,

During my 30 years in the field of fruit flies and pest management, I had endless conversations with farmers, experts, regulators, officials, scientists from the agri-chemical industry, etc.

We talked about endless subjects related to pest control.

However, it took me a while to notice the following behavior: whenever fruit fly control is going well we tend to contribute it to the fact that 'the solution' is good.

Yet, when results are not good we tend to focus mainly on the farmer and the things he did wrong, or not as he should have.

Again, when things go wrong... no word about the quality of the solution, or technology... instead we focus on the farmer. This is so inherent that even the farmer himself believes it is his fault.

Out of respect to all those involved in pest management, I think this must be discussed because there is something deeply wrong in such approach where the blame is on the user and not attributed to the product characteristics.

Furthermore, I believe that a deep understanding of this issue may be the beginning of a new era and relationships between farmers and researchers, experts, government officials, and agri-chemical personnel.

The mutual goal of quality results can create an open discussion based on needs and results or requirements.

Let me share with you a typical conversation/phone call that I manage almost on a daily basis when on the other side of the line there is a farmer/a counselor/an expert, etc. (in short, FCE).

FCE: Hi Dr. Nimrod, how are you?

Nimrod: Thanks, good, how can I help?

FCE: Everything is fine, but fruit fly infestation is higher than I would like it to be, and there is a lot of labor and high cost involved in the fruit fly control, which influences the business results of the farm.

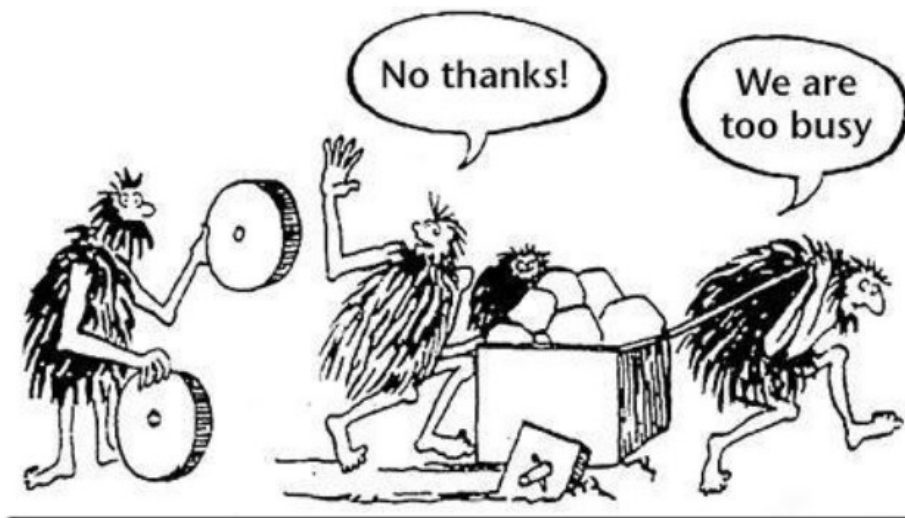
Nimrod: please tell me;

- (a) What is the order of importance you give to each of the three problems you mentioned?
- (b) What are the control actions you take? and
- (c) What are the results you have received?

FCE: The order of importance in my case is: fruit infestation is the #1, and for the other 2 I relate similar importance.

As to fruit fly control - I do sanitation, use traps, and obviously spraying. Yet, I am frustrated because after all this infestation is still too high!

What am I doing wrong? What else can I do? I just don't understand it anymore!



There are situations and problems where doing '*more of the same*' is simply not the solution.

In such cases, you need to 'dig deeper' and understand the situation and cope with the true nature of the problem.

Now let's think for a moment about 'consumer products'.

Do you remember the days when you had to be a programmer just to use your videotape machine? Or the days when we received a computer program with a very thick instruction book?

Well, those days are over. They passed when the consumer goods manufacturers realized that their clients are not computer programmers or engineers.

Finally they understood that their clients want goods that are easy to use.

Any expert in any field should keep in mind that all the others are not experts.

Therefore he should design any solution to be easy-to-use for everybody else (meaning, for us the ordinary people).

Basically **users**, in all fields, want the same thing - a quality product, simple and easy to operate which will deliver and do the task or work we expect.

That's why we all use smartphones that are smart and sophisticated but at the same time also **easy-to-use** (much more than in the past).

Even a PC popular operating systems failed in the smartphone world. Why? Because it was less convenient to operate than its alternatives.

Now let's get back to agriculture and fruit fly management. Here, too, we have a User and a Provider.

(1) User = Farmer.

The farmer role is to produce food (fruits, vegetables, etc.) and live from the revenue it will bring.

For that end, he needs to use pest control solutions, such as for fruit fly control.

The farmer expects the same as every user - a product that provides a solution to his problems; cost-effective, safe and simple to operate.

One thing is certain - when we encounter a repeated problem with pest management - do not blame the farmer.

(2) Goods and Service Providers ('The Providers') = Industry, state, researchers, NGO's, etc.

I consider the responsibility of the Goods and Service Providers to include, in addition to other elements, also the following:

- (1) Results – the extent of damage by fruit flies (and more generally, by pests) – infestation below the economic threshold.
- (2) Low Labor demands.
- (3) Safety of usage – for humans and the environment.
- (4) Convenience and simplicity of operation (low complexity).

One thing is certain - when we encounter a repeated problem with pest management – we at Biofeed do not blame the farmer. It's that simple and so understandable.

If you are a farmer, just remember that you have all the right to demand from The Providers - a better fruit fly control solutions.

Let's make fruit flies; ***just another pest!***



[>> for Video of The Week <<](#)

Green, effective, healthy 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. When Biofeed develops a product we always start from the user (farmer or project).

Only after we fully understand our client problem, wishes, dreams, and needs, only then we engage and suggest a solution, which is tailored-made especially for him to cope with the specific pest.

The principles that have always guided us have been these principles:

- (1) Results - high-quality fruit fly control.
- (2) Labor - as little as possible.
- (3) Safety - totally safe.
- (4) Easy-to-use - simplicity is everything.

P.P.S. Get started with Biofeed's *FreeDome* solution and you'll immediately notice the difference.

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