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You Waste Your Time If You Focus On Technology And Purchase Of Inputs As The Main Way To Advance Agriculture!



(The article is discussing Global Problems while using Africa as a Case Study)

Focusing, only or mostly, on technology/inputs as a solution for Africa's agricultural problems is a terrible mistake.

It is like this person who has lost a coin in the darkness, and now is heading to a limp light to look for it, because he hopes that he will be “enlightened” to find it.

The fact that we are very good in technology does not mean that **the solution** is in technology.



Using Hi-Tech equipment is not a signal for having successful agriculture. A mango grower in his orchard.

Here is my insight on these technology/inputs (over) usage and artificial dependency issue.

We see and consume Hi-Tech products everywhere and all the time.

We were taught to think that we are useless without it, and that simply by using better technology/outputs we will do better than others will.

This mode of thinking has infiltrated into the mainstream of agriculture leaders. It is enough to see the posters of the recent AGRAF 2019 meeting, focused on Growing Digital.



Grow Digital. Should this be the focus?

Technology creates the illusion that using it will solve most of the existing problems (all the answers are in the cloud) and create better agriculture, and a better economy.

Allow me to question that axiom by asking: if it is so good and all answers are linked to technology, then how come that already 40 years ago Western agriculture, was far more

advanced, effective and profitable than current African agriculture, with all its new gadgets and many applications availability?

Not surprisingly, it is practically the other way, when you do have an advanced agriculture you can use advanced technology, and enjoy all its benefits, as it is built for you.

In this case, the stages are is following -

1. You have advanced agriculture.
2. You use advanced technology to make it even more effective and profitable.

What will happen if we try to reverse the order that is, to use advance technology in order to create advance agriculture? Will it work?

The book of life is not long enough to contain all the fault attempts of trying to advance agriculture by simply, and only introducing advanced technology.

Even when the technology is given free of charge, and even with training, it usually ended up the same way. Big failure.

As the founder and CEO of (Biofeed) an advanced leading technological company, the above insight was significant to my team and me.

It made us to stop and to think 'what should we do differently to enable the farmers to make the most and enjoy the greatest progress for their produce.

It is clear that the focus is **not** on Biofeed, and **not** the *FreeDome* as a concept itself, or any other technology for that matter.

The focus is on the farmer, and how we can assist him to increase the added-value for his produce.

This enigma made me look for the *missing part*; if technology alone is actually not the solution, then what else do we need or should do?

This is when I noticed that the economic-business models used today are focused on the companies providing the technologies, outputs and services.

I thought that the models should focus on the farmers and the way they can continuously increase their added value and income in a sustainable way.

The *Big Boys* of solutions providers naturally focus on their business first and the farmer second. It makes perfect business sense for them. They care about 'selling more' and not necessarily on farmers' wellbeing.

A Case of A Missing Model

So, before we will use the most advanced technologies in the world, first we need to move the Africa's agriculture itself by few steps forward.

To advance Africa's agriculture we need a better economic-business model.

If there is no suitable model for Africa's needs, it doesn't mean that we cannot develop one! On the contrary, we must.

So we did so, we developed an end-to end overall model, which we called it - *Green Valley National Export Project (GVNEP)*.



Focus on farmers. A marketing-oriented model.

The GVNEP is not technological/outputs/service oriented, but results for farmers oriented model.

It is based on creating national infrastructure and agri-business suitable environment. Then introducing to the farmers, and supporting organizations, the 'soft properties' of agriculture.

The right environment, bundled with the *soft skills/properties* of agriculture and suitable outputs/technologies, makes the difference.

Therefore GVNEP is, a strategic tool in the hands of decision-makers to change and advance the agriculture and bring progress (and better life) to farmers. It is not, and it should not, be used as a tactical maneuver for short-term gain. >> [learn more](#) <<

I'm and Biofeed is Excel In Our Technology

Yes, I founded Biofeed, which is a technology-based company.

Yes, I believe that farmers can highly benefit from that and other technologies.

Yes, Biofeed's advanced technology, the GCFR, works very well (like magic) – one can see the field results we published. It perfectly suited to the African needs, climates and demands of no sprays and no infestation. That is the face of the future.

But, without a proper economic-business model farmers will increase their income by a minor percentage.

Although it may look a lot to them, because of the low starting point, it will not resolve the basic problems and will not enable to fully exploit the technological potential to increase the income.

That is because -

* The increased income will be unsustainable and unstable.

* By transferring to a more adequate economic-business model they will be able to increase their income in a sustainable manner by 100% to 1,000%. That is ten times more than any alternative economic models, e.g. turn-key-project!

Any new technology presented to the farmers of Africa should be view under the microscope of "*How is it helping to advance our farmers? How is it producing a sustainable long-term added-value?*"

Until we realize that having the right model is as important as having the right technology, I will continue to talk much more on the model and much less on technologies.

I Believe In Good and Fair Business

As a businessman, I think that the African and Asian markets will lead agriculture in 20 years, if they act wisely today.

They will consume most of the food in the world, but also produce much of it. I believe they can produce most of it.

I believe that Africa will produce enough food to feed itself only when African leaders will start using different business models.

Such new economic-business models should focus on **the process, and farmers' wellbeing**, and not on the technology or the companies. They should focus on long-term and not on short-term benefits.

*For a greener world
Free of sprays
Full of joy*

See you soon,

Nimrod



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

P.S.

If you do not like to be poor, if you want farmers to make a higher income, if you want to improve your future now (and not, maybe, in 50 years), you need to create value to your targeted customers.

The higher the value you create the higher is your potential income.

GVNEP is about making sure you create a continuous advantage that gives your customers a long-lasting added value.

P.P.S.

I just extended my trip to Ghana by an extra week. Want to meet? Contact me and if possible we will meet.

P.P.P.S.

"How do I become a Biofeed *Green Valley* member?"

There are several necessary steps before we can launch a *Green Valley National Export Project* in your country. These steps include:

1. Biofeed *FreeDome* regulation, adjustment to specific market needs, conditions, and marketing.
2. Direct contact with the country central government for the establishment of a Biofeed-Government direct link and cooperation to create a joint work plan according to the government's vision and commitment and the project plans.
3. Launch of the *Green Valley* program

That is it; easy and fast! Isn't it simple with [wonderful results](#)?!

P.P.P.P.S.

It is good to keep in mind that –

1. Biofeed *Green Valley* focuses on ***National Projects***.
2. Biofeed *Green Valley* is about promoting **exports** of high quality produce to high-value markets.
3. *Green Valley* is not a charity program. It is **business-oriented**, which is exactly why it will do well for all involved and mainly for the growers.
4. *Green valley* – by combining the needs of countries to advance their agriculture and by providing education and partnership brings an added value to all and offers fulfillment of the world food market-demand for more, high-quality, fresh fruits.
5. By applying Biofeed *Green Valley*, we add the Israeli experience and ability to assist farmers to grow higher-yields and higher-quality. But that is not all.
6. *Green Valley* emphasizes and focuses on growing (mainly) for Export Markets, so the exporting countries will also see a flow of foreign currency, which is so needed for the developing economy.

Find here a link to some more information about Biofeed *FreeDome* and Biofeed *Green Valley* [>>> link <<](#).

P.P.P.P.S. - Frequent asked questions (FAQ) –

* **Will I need to pay before start marketing?** Yes. Regulation and Marketing takes time and costs money. Besides, there is a payment to Biofeed according to our standard distribution agreement. Although Biofeed's investment in time, knowhow and goods is substantial, you practically get it for free and the only payment to Biofeed is for future goods order.

* **How much time does it take until the regulation is over?** Well. That varies between different countries. Our shortest experience is 4 months only, but in some places, it may take years. Still, there are countries where wide infield testing and education are allowed during the registration process. We recommend you to find out the situation in your country before contacting us.

* **I have no prior experience as a distributor; can I still be your distributor in my country?** Yes. Biofeed unique method of marketing and distributing enables investors to collaborate with us even with no prior experience as distributors.

* **I have no money. Can I serve as Biofeed's distributor?** Yes, if you manage to get the required financing that is required.

* **I want to know more about your technology and results...** [>> link <<](#).

*Change begins with a decision that the existing reality
is a choice and not a decree of fate*