

[Press here](#) to watch on the web



Are You Ready To Face The Naked Reality?

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

Reality is elusive and not always pleasant to our 'inner self'.

We may deal with unpleasant reality by choosing to see a preferred reality, even if it does not match the facts. This may lead to long term catastrophic implications.

A well-known case received the name 'Lysenkoism', taking place in Russia (late 1920 to 1964). During this period, Mendelian inheritance and Darwinian evolution theory were rejected. Instead came theories that corresponded with the Soviet regime's vision and inspirations.

This had a long-term adverse effect on the Russian economy, agri-industry, science, and food security.

Definition by Wikipedia

*"Cognitive dissonance is the mental discomfort experienced by a person who holds two or more contradictory beliefs, ideas, or values. This discomfort is triggered by a situation in which a person's **belief** clashes with new **evidence** perceived by the person."*

In short, cognitive dissonance is a clash between how we perceive reality, to the reality itself

During my work, I met in the field of agricultural many different experts, opinions, decision-makers, policymakers, and farmers.

Soon enough I noticed harmful and distractive behavioral patterns that impact the agri-industry in a very negative way.

It was due to a faulty mode of thinking that stems from the phenomena that are similar to the *Cognitive Dissonance* situation.

The result of that behavior explains partially why agriculture is moving forward slowly in so many countries. Here are some examples of such situations from Africa and Asia.

1. Cognitive Dissonance Linked To The Pest Control Method

The Belief

Sprays, traps, and sanitation are the most effective tools for pest control in Africa, Asia, etc.

The Evidence

The average fruit fly infestation in many countries is 50%, meaning it is uncontrolled, and unacceptable from an economic point of view. Ineffective control is not limited to Fruit Flies but common for many other pests, such as Moths (e.g. Fall Armyworm), Mosquitoes, etc.

An Example

A typical conversation with an expert -

Me: What have you done this year to control fruit flies, and what were the results?

Expert: We sprayed, and also used traps and sanitation. Yet, the damage was 50-60%.

Me: And what was a year ago?

Expert: We did the same, having similar results. This has been the case for the past 5 to 10 years (numbers may vary depending on when the pest arrived at that specific area).

Me: Infestation continues to be high, and there is no improvement, then why you continue to use the same pest control method?

Expert: Well, we had a meeting and we think that the **application** was not good. Next year we will apply it better and surely solve the problem. We should increase the traps density, be more alert with sanitation practices, and follow the exact spraying regime.

When this repeats itself all over the continent/world for many years you understand that it is not the 'application' that is incorrect.

Meanwhile, farmers and the state are investing labor, water, land - losing valuable years and potential income of millions of dollars.

Cognitive dissonance negatively affects us not only when we face a 'negative event', but surprisingly also when we face a 'positive event' that doesn't fit our expectations from 'the reality' to be.

Link: [what happens when farmers are not satisfied with sprays?](#)

2. Cognitive Dissonance Related To The Results We Expect

The Belief

In Africa and Asia, while spraying, using traps and sanitation the fruit fly infestation (fruit loss) typically ranges from 30% to 90%, with an average of 50% ([link](#)).

Before starting a new project, I ask the farmers and experts "*what is your target/dream to decrease fruit fly infestation?*"

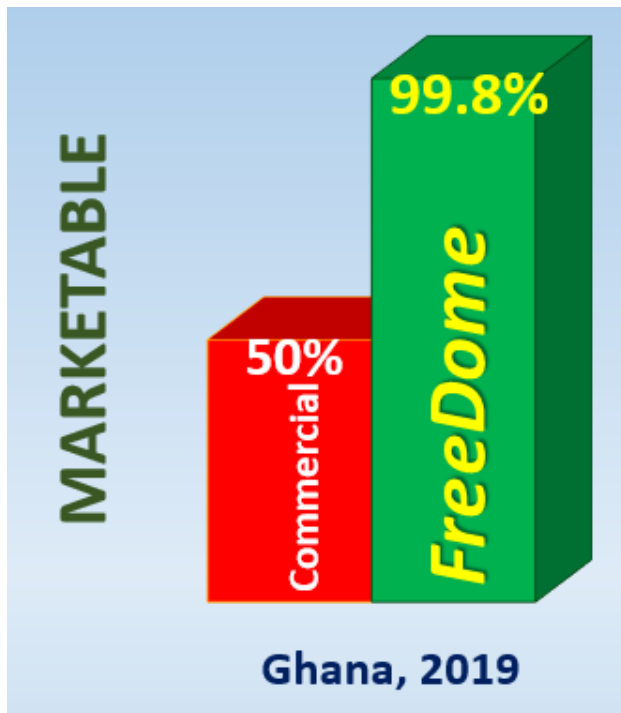
Usually, I hear them fantasizing of decreasing infestation to as little as 10% to 20%.

Note, decreasing the infestation to *Export Quality* level is **not** even a dream.

The Evidence

By using the Biofeed *FreeDome* solution, the fruit flies can effectively be controlled without sprays. It is effectively executed, at Export Quality (less than 1%), without sprays/traps/sanitation.

It is done in Israel for over 15 years and more recently introduced in Africa and Asia.



Mango in Ghana (2019) – By using Biofeed *FreeDome*, fruit loss due to fruit flies was reduced by over 99%, versus previous commercial treatment with sprays, traps, and sanitation. As a result, **marketable produce doubled**, and so did the income.

The disbelief, based on our historical bad experience, that something like this can give better results cause us to delay the adoption of such a novel method. Therefore, the country and farmers are losing precious years and income.

For example, in India, the mango industry is annually **losing 9 billion USD** because of ineffective fruit fly control.

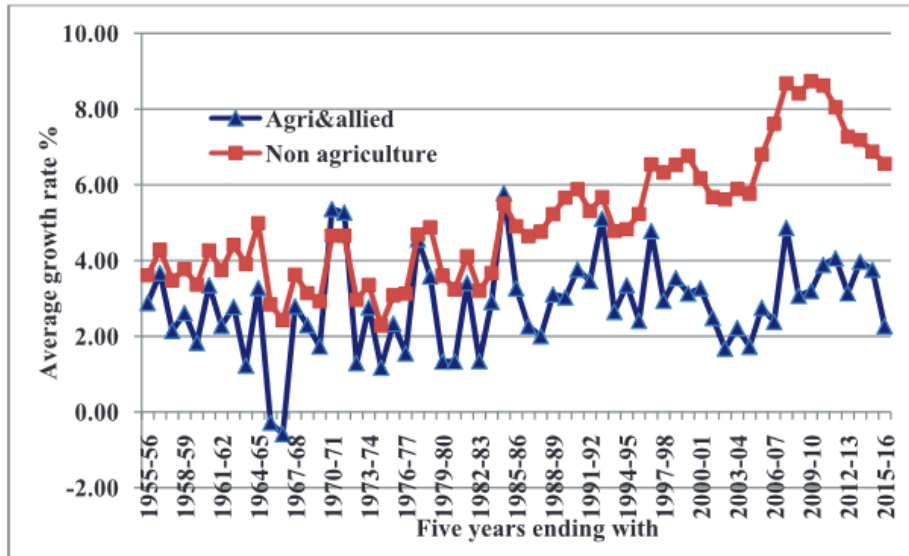
Links to videos:

- [It's like a miracle from heaven.](#)
- [Did you imagine?](#)
- [The result is...](#)
- [This year we are safe](#)
- [The reason for starting...](#)

3. Cognitive Dissonance Related To Farmers' Income

The Belief

It is generally “accepted” and believed that increasing farmers' income by 10%, 20% or even 30% is a dramatic accomplish. Experts keep this mode of thinking even when the starting point is very low, such as 1.9\$ a day.



India, the annual average rate of change of growth rate. The agri-industry sector hardly grows. (source)

Some more bold politicians dare to set higher goals. Such was the case of the Indian Prime Minister, Narendra Modi, that when first elected 4 years ago, promised to **double** (X2) farmers' wages (note that in India most farmers are not the owners of the land, but get paid by the owners).

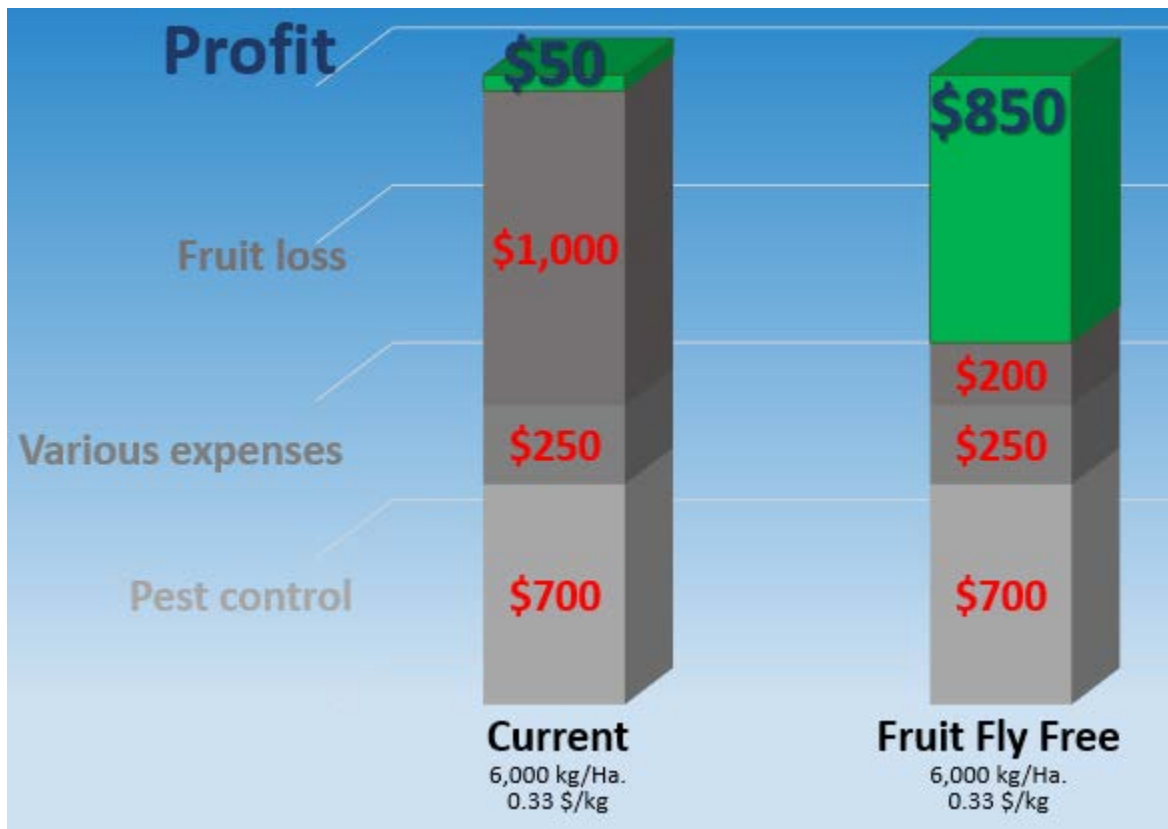


In practice, the actual results were disappointing, and some people even argue that effectively the wages may even drop.

The Evidence

It is possible to increase farmers' income by hundreds of percent within a few years, especially when the starting point is very low.

Farmers using *FreeDome* have managed to increase their income per hectare by tens of percent during the first season. In some cases, income increase reached hundreds of percent.



A - Current economy of a typical mango farmer that is controlling fruit flies by sprays, traps, and sanitation (dollars per hectare). B - Situation where fruit flies are under the effective control of *FreeDome* and infestation decreased by 80%. The difference between A to B is an immediate increase of 1,700% of the profit.

Links to videos:

- [Increase of income – 10%, 20%, 50%, 100%???](#)
- [How many percents can we increase a farmers' income in a single year?](#)

The Price The Agri-industry Pays Because of Cognitive Dissonance

In each of the above examples, we witnessed a great gap between the way reality is perceived and the actual real results.

When this gap is not bridged, we will inevitably make big mistakes that will cost us a great loss of time and money.

To change the above situation and instead of loss bring profit, Biofeed has set three goals for its activity:

1. Develop technologies, know-how, and services, such as the *FreeDome* for fruit fly control.
2. Present to the experts and decision-makers the reality as it is. Not the reality that we wish to see, nor what we are scared to see, but the reality as-is, free of filters, free of positive or negative biases.
3. For the most advanced and those with strategic vision, Biofeed introduced the *Green Valley National Export Project* (GVNEP) for reviving agriculture export-oriented.

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

See you soon,

Nimrod



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

P.S.

"How do I bring Biofeed *Green Valley* to my country?"

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.S.

It is good to keep in mind that –

Biofeed *Green Valley* focuses on ***National Projects***.

Biofeed *Green Valley* is about promoting **exports** of high quality produce to high-value markets. *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.

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.

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.

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.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*