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The Agricultural Revolution Will Come From A New Operational-Model Rather Than A New Technology

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

NEW! *The Agricultural Gap* video series link is at the end.

Fact

A few weeks ago, I hosted an official delegation from one of the African countries. Together we learned how Israeli mango growers **earn 100 times more per hectare** (before tax) compared to the farmers in their country.

The Fatal Misconception

99.9% of agricultural expeditions of Agriculture Ministers and export managers to Israel make this fatal mistake when visiting Israel - they check with farmers what technologies they use hoping to copy it, as is.

Hoping that their farmers will make “tomorrow” a leapfrog of 100 times – those without consideration of the status difference.

They do it based on the fault assumption that Israel's superiority in agriculture is mostly based on technology.

I'm sure you have met or heard of such expectations.

It's the sure way to spend money (even billions) and time (even decades), with the unpleasant 'bonus' of being disappointed, despairing and get the treble feeling of inferiority.

Do you see **the problem** in the above concept and the resulting situation of misconception?

It is obvious - TECHNOLOGY must be used in the right context and at the proper timing or it's just a waste of all invested resources (money and time).

Only the farmer who is already working according to the highest standards and regulations can and should learn and copy the technology usage from Israeli farmers, and then he will surely enjoy the expected results.

However, for most farmers in Africa, this is not the case. Purchasing one or another technological item, or even get it free of charge, does not improve their situation.

So what and how should we do to promote agriculture in Africa from its present state toward the status when farmers can enjoy the usage of advanced technology and bring the expected results (and income)?

In fact, there are many ways to promote agriculture in a slow manner, and I am sure you are aware of some of those.

However, there seems to be one sure way to promote the agri-industry fast and strong and bring sustainable results at the national level. Yes, even influence the National Economy.

That sure and fast way is called; **Export**.

One may ask: *Sounds good; and what do you think we should export from Africa?*

The answer is - fruits and vegetables. I suggest focusing on exporting high value-added crops of fresh produce. For example Mango, Avocado, and Pineapple.

Unfortunately, many African countries have very little or no export at , of fresh produce.

So the next question must be;

what does it take to start exporting fresh produce and how can we enter that path as soon as possible?

I just love those difficult and challenging questions. This is why I am here for you.

Sometimes The Long Way Is The Shortest

Before I will give you “the prescription” for building a thriving, export-oriented agri-industry, I want to draw your attention to the following critical issue.

To be successful in exporting, you must take a holistic approach.

In other words, success in exporting and maintaining stable and constant export requires consideration - **at the same time** - of **ALL** elements and components of the agri-eco-system.

If you try to concentrate on only one element, you will fail. IF - by mistake, you forget a certain element, you will fail.

Only by taking the holistic approach and dealing in parallel and simultaneously with all elements and aspects – you will get the desired results.

The total solution must be based on applying ALL components at the same time or you will surely fail.

The Goal of Export

We make great efforts in reaching export markets because - we hope to sell our produce in high quantity for a higher price than we can get at our home market.

In the export process, we also enrich our country in foreign currency, which it needs so much for its development.

The Three Prerequisites For Successful Export

We cannot have a successful and sustainable export-oriented agri-industry unless we meet the required -

- * Quality
- * Quantity / Volume
- * Market/s

Once again, many African countries do not meet one or more of the Three Prerequisites.

Is it possible to change that situation? And if it is possible, then how do we do it?

The Three Required National Elements

In order to start exporting, we need to meet three basic elements at the National Level–

1. Effective control of quarantine pests - Fruit flies are the most common quarantine pests, causing export ban and 50% yield loss in sub-Sahara countries.
2. Compliance with international standards – to enable acceptance by International Markets.
3. Proper national infrastructure to support long-lasting and growing agri-industry export. That includes proper legislation, logistics, R&D, extension services, etc.

Technology

Do you see the word 'technology' as part of the Three Elements? NO!

Why not? Because technology is not any threshold and nor a basic requirement for export.

Once we start to export, we can improve it by using better technology and hence increase our yield, quality, traceability, etc.

Coping With A Lateral Problem

Now we see that the inability of many African countries to export fresh produce stems from a fragmented long value chain, in which many pieces are missing or do not function adequately.

It is clear that dealing with such a grand challenge can only be done at the state level.

It requires a high level of organization, change of regulation, political backing and the economic support of the state.

This is a national project, for the country, the public and the farmers.

The Agricultural Package

All this means one thing only – stop looking for the one, single, element that will change the agri-industry in your country. There is no such Single Element!

Instead, start looking for a full *Agricultural Package* holding a holistic approach towards building profitable export-oriented agri-industry.



The Green Valley National Export Project

Biofeed has realized this and has therefore developed a unique Agricultural Package to meet the special needs of many African countries.

That Package is an agricultural-economic-business model, better known as - the *Green Valley National Export Project* (GVNEP).

As it should be, GVNEP is driven by a holistic approach towards agriculture at the National level and the way to turn it into an export-oriented agri-industry in the shortest time.

It is designed to build and grow the country's fresh produce export capabilities and with it the entire agri-industry.

GVNEP is a holistic Agricultural Package, and as such is designed to manage all the necessary elements of the value chain, to the point where massive export is possible to the world's most advanced markets, and significant income flows in.

The Green Valley Initiative Prerequisites

To be successful and thrive, to reach the highest demands and fulfill the hopes of the farmers and the state development expectations, the GVNEP needs to have a supportive environment.

Therefore, the prerequisite for such a national project is not only the desire of a farmer, or even private businessperson (or sector) involvement - both are very important.

GVNEP prerequisite need is the readiness of the Minister of Agriculture and export-related bodies to embark on this important National Mission and to provide the necessary tools and resources, such as budget or state institutes participation or clear regulations in its favor.

Do You Have It...?

Do you have the desire and motivation to promote and develop the agri-industry in your country?

Do you have the ability to attract attention and motivate the Minister of Agriculture and export bodies to launch such a large-scale progressive national project of moving the country agriculture toward profitable export?

If you do, it is great. I am glad for you and will be happy to discuss with you how we can cooperate or assist you to achieve the GVNEP; the country and yours goals and success.

Just send me an email (nisraely@biofeed.co.il) or WhatsApp at (+ 972-5423425).

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

See you soon,
Nimrod



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

P.S.

The Agricultural Gap is a video series in which I discuss the historical roots for the agricultural gap between peoples, from the very beginning of agriculture, until today.

In addition, in the already released 26 chapters, I discuss the current agriculture status, challenges, targets, and specific goals. It is my great pleasure to share with you on **YouTube** all available 26 chapters at - <http://bit.ly/TheAgriculturalGap>.

Make sure to **SUBSCRIBE** to be notified of any future video release, and share it with your friends who would like to view it as well **AND** those who consider to change and **INVEST** in the very promising Agriculture market activity.

In the additional chapters, I will deal more with practical activities that (based on my broad field experience) the nations should take to advance their agri-industry and significantly improve the basic economy of food products.

P.P.S.

I've spent a lot of time to collect most of the articles I published in the past 2 years, and create an online library easy to access for your convenience. The articles are presented as-is, without editing.

Now you can get it for free(!) access at <http://bit.ly/PostsDirectory-Link>

I would love to hear your thoughts and get your comments or suggestions.

You can also post articles in the library, just be nice and give credit, and send a link to where you post it. Use those and enjoy them.

Feel free to share with friends who will benefit if they read it.

P.P.P.S.

This is the wake-up Call for distributors, businesspersons, decision-makers, experts, Investors, and country leaders if you wish to introduce *FreeDome*, the fruit fly control solution, and the *National Green Valley* project to your country in 2020 and get ALL the benefits of it.

Within the next 3 weeks, we will “finalize” the current activity we initialized in 2 countries where we will start broad activity in 2020.

I am looking forward to meeting you and together face great challenges in your country.

You are also welcome to apply by contacting Mr. Dotan Peleg, Biofeed Head of Business (dotan@biofeed.co.il).

Don't dismiss this unique, “once in a lifetime” (once – because when you will do it once it will work for you forever), opportunity; make sure that your country is on such a very short list of winners.

***Change Begins With A Decision
That The Existing Reality Is A Choice
And Not A Decree Of Fate***