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## **What 2020 Will Be Like For Millions of Farmers [and for you]**

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

**NEW item from the ongoing video series -*The Agricultural Gap*. A link at the end of that post.**

*Allow me first to wish you a - Happy New Year!*

Can I ask you now what do you really think?!

Can you predict if it is really going to be – A Happy Year?

Is there a way of knowing, even before January 1st, 2020, how good will the coming year be - for farmers and the agri-industry in your own country!

How can we know (not only predict!) it in advance?



Agriculture is a business, and like in any business, there are long-term trends that we can note, learn, and analyze. Based on those we can fairly well predict the future.

In most African and Asian countries, the agri-sector is responsible for over 50% (!) of the working force income, and the lives of hundreds of millions of people.

For that reason, the prediction of how good will be next year is essential and critical to the nation's economy and stability.

We can roughly divide farmers into two main groups:

The major group – farmers working and growing to survive (often they earn no more than 1.9 \$ per day!).

The minor group - farmers that see farming as a business and eagerly looking to expand it - grow their income and join the middle class. All farmers that Export fresh high-value fruits, such as mango, avocado, and citrus belong to that part!

The second group is the one that will bring foreign currency and economic progress to the nation and a better life for many people. So let's focus on how will 2020 be like for that group.

## **Global Trends**

Major trends will continue as it was in the past 20 years:

**Trend # 1 – Health.** A stiffer requirement for healthier fresh fruits free of chemical residues.

**Trend # 2 – Phytosanitary.** Stricter demands for fresh quality produce free of quarantine pests (especially fruit flies).

**Trend # 3 – Growing demands.** As the world population grows, there is a growing demand (quantity) for fresh produce, in addition, to an increase in market prices.

Keep those requirements trends (healthier, quality and quantity) in mind - those hold the answer for your (and your country) future of food and economic security.

You may be unaware that fruit flies have already destroyed the fruit production industry in most African and Asian countries. It's a well-documented fact.

As a result, fresh fruit exports of major crops, such as avocado, mango, and citrus, have been greatly reduced or completely stopped from dozens of countries in which also local supply is limited and causing the need for **import** of those.

Based on the above (requirements, trends and, the current situation), here is a test that will let you know quickly and easily how 2020 will be for you, the farmers in your country, and the country's food economy.

To get the true vision of your future, you need to be completely honest with yourself as you answer the following questions.

### **The 2020 forecast questionnaire**

- \* Can we export large quantities of high quality, of fresh fruits, free of chemical residues?
- \* Does “my country” have the 'tools' and knowhow to reach Export Quality produce?  
Basically – can we deal with fruit flies, the most important quarantine group of pests?
- \* Do we have an effective and proven alternative to the current ineffective and unhealthy fruit fly control measure, based on chemical sprays, in addition to; traps, sanitation and, SIT?
- \* Is my country able to meet the stringent requirements for zero chemicals, zero-infestation?
- \* Does my country know how to cope with the most stringent regulation, to enjoy the wonderful opportunities that the fruit global market demand brings in 2020?
- \* Do farmers in my country know how to simultaneously and quickly increase the yield of crops such as Mango and Avocado?
- \* Do we have a value chain that is capable to deal with the challenges and business opportunities of fulfilling the market demand and export high-quality fresh produce?
- \* Is my country in the position, with the relations and abilities to export the fresh produce to the most profitable markets in the world?
- \* Finally, are we able to export large quantities of fresh produce, as we say we would like?

Now, look again at the above list and count how many you market YES, and how many with a NO.

Based on your answers here is how 2020 will be for you -

**A** - All are affirmative? Geez, well done! Your country is simply outstanding and on the way to becoming a global leader in fresh produce marketing.

Tremendous economic prosperity is a matter of time or is already happening. The year 2020 will be great, sweet, wonderful and enviable. The farmers in your state will smile uncontrollably and be full of thanks to the authorities, and vice-versa, the economy will thank them.

**B** -Some answers are affirmative? Your country in the right direction. Not everything is lost, and there is still a chance for hope and a good future.

There is no reason to celebrate yet, but definitely, we see that there is potential, there is motivation and there is room for optimism.

The 'big change' isn't happening yet, but the chance for a makeover to see it happening is definitely good. For sure if you will continue moving in this direction and continue to improve your position; you will become part of the A group.

**C** – All answers are negative? Disaster!. Nobody would like to take part in such an agri-industry and economy. The year 2020 will be another lost year of continued business and economic shuffling for you and your country.

From a professional aspect, there will be no advancement, and practically it will be going backward (because the rest of the world will move forward, the gap will increase). I saw such cases before, and therefore I feel for you.

## **The Bad News**

Unfortunately, we are aware that over 95% of farmers and states belong to categories B and C. They will continue to do the same things they did in the past years. They will convince themselves that '*everything is fine*', and that '*we just have to try harder and do **the same** better*' or that '*last year was not good because of... wind, rain, seeds, workers, etc.*'

They will continue to spray the same sprays, hang the same traps and do the same sanitation.

They will continue to wonder why the results (quantity and quality alike) are the same as in previous years.

The global market and exports will continue to move away from them.

The economy situation (personal and country-wise) will not change and prosperity will not wait for them.

In those countries, exports of high-value fresh fruits, e.g., mangoes, avocados, and citrus, will continue to be limited, the price received will be lower, or the export will be completely banned because of chemical residues and/or fruit fly infestation.

The reality will be very difficult in those countries, and even if there was little export, by mid-2020 they will receive notices of a complete export ban.

In those countries there will be no surprises, it will be a 'natural' continuation of what has been going on for 20 years, with the exacerbation of phytosanitary requirements and the uncompromising demand for zero chemicals and zero infestation.

Those countries will have to continue to rely on donations, loans, and financial exercises to survive. Farmers will continue to see losses and low daily wages of \$ 1.9 a day, with no hope or a shade of light in their future.

## **The Good News**

The world markets demand and need healthy and high-quality fresh fruits.

The business opportunity is on the scale of billions of dollars and can supply a continuous good income for millions of farmers and endless businesses to the whole chain of demand. It has the potential of serving as the beating heart of a flourishing growing economy.

Fruits free of chemical residue and free of quarantine pests, especially fruit flies, have huge markets (with high prices) just waiting for them.

The Key Success Factor (KSF) here is simple –

**Do you know how to overcome the obstacles, as listed in the questionnaire, and meet current and future market demands?**

A simple answer will do, **YES or NO?!**

## **Reach Your Hopes and Goals, and Assure - A Happy New Year**

Biofeed is the **first and only** company to present and propose a broadly, field-proven, solution for the fruit fly problem in Africa and Asia.

*FreeDome*, the leading, high quality, and field-tested real solution for the control of fruit flies is the safest and most trusted solution, free of sprays/traps that enables you to effectively produce Export Quality, in large quantities of fresh fruits free of fruit flies and free of chemicals.

We at Biofeed understand that in order to enjoy the abundance and enormous potential that the global market provides the country, i.e. the state, must embrace dramatic, elementary and, comprehensive changes. It has to happen at the national level and with a national commitment.

The activity of such magnitude can be done only as part of a national project. In fact, such a project most likely will involve a **reconstruction of the Value Chain**, according to the highest international standards and demands.

From a deep understanding of the existing situation, obstacles, international challenges and motivations, the Biofeed team has built the most advanced and complete '*Agricultural Package*'.

### **Take an Advantage of Green Valley Initiative**

The *Green Valley* model is the launching base from shuffling agriculture aimed at feeding farmers, to advanced and profitable agriculture, export-based that increases farmers' income by hundreds of percent in a short while.

The *Green Valley* model takes advantage of Biofeed's technology breakthroughs, the relative advantages of each country to "tailor-made" of a unique *Agricultural Package* for each country.

It takes a National Project to move fast forward the state and the farmers, and build a good, positive and optimistic future based on improving and reshaping the agri-industry.

If 50% of the workforce is dealing with agriculture, but responsible for only 5% of the nation's GDP, then the economy is not balanced and probably the local food supply is not fulfilled.

*Green Valley* model is the tool to make the agri-industry great, proud and an important part of the economy, a part that serves as an economic engine to your, currently, agri-based economy.

I understand that for some countries initiating such a national export program is not easy.

The *Green Valley National Export Project* is designed to facilitate the buildup of an entire value-chain for a National Export Project and to uplift the agri-industry. For more details - [link](#).

Now is the last minute to mark 2020 as a National Year of Change.

You can do it by initiating a *Green Valley* project for the coming season, and we will start it by improving first the fruit fly control until we reach Export Quality standards.

If this sounds good to you and you have the ability to move things on a national level, then contact me, and Biofeed will take it from there. Email me at [nisraely@biofeed.co.il](mailto:nisraely@biofeed.co.il), Text +972-542523425.

**How do you think 2020 will be like?**

Send this article to a person who needs to see it.

*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 have free(!) access at <http://bit.ly/PostsDirectory-Link>

I would love to hear your thoughts. You can also post articles in the library, just be nice and give credit, and also 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, businessmen, 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](mailto: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***