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From the grower

To the consumer

Africa's Two Steps To Export Of Fresh Fruits

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

We all agree that exporting fresh fruit from Africa is a supreme African interest. In particular, exports to the premium markets in Europe, which offer high prices and attractive business opportunities.

Nevertheless, today export, from most sub-Saharan countries to the EU, USA, etc., of the major agricultural crops, such as mangoes, avocados, and citrus, is limited in duration and frequently under a complete ban.

The main reason for the little export, or complete export ban, of fresh produce from Africa to the developed markets in the West is the inability of the African producers to meet the stringent phytosanitary standards that require –

***produce free of fruit fly infestation, and zero chemical residues*.**


The underlying measure is **Council Directive 2000/29/EC** (the "**Directive**"), which requires EU member states to, among other things, "ban the introduction into their territory" of the "plants, plant products and other objects" affected by certain harmful organisms unless "the relevant special requirements" are met (see Article 5). Those requirements, which are set forth in Annex IV of the Directive, compel exporting countries to provide "official statements" and supporting documents to confirm either (i) that the goods are pest-free, or (ii) that protective measures (e.g., "effective treatments") are in place to control the pests and prevent them from spreading. In the words of the EU Commission, the Directive establishes "the obligation for non-EU countries to communicate some information for importing certain commodities under specific import requirements" (see "**EU Plant Health Legislation**").

(Source)

Why there is such an inability to meet phytosanitary requirements?

Currently, no solution or product which was used to cope with the pest problem proved itself as effective pest control for fruit flies in sub-Saharan Africa. This is in addition to the non-conformity of existing fruit flies' control protocols with the strict requirements of advanced regulation.

This result is an annual loss of billions of dollars of potential income to Africa's agricultural economies. Hence, it causes a lack of budgets for accelerating agricultural and economic development.

THE MUTUAL COMPLIMENTARY INTERESTS

The European interest -
To enable European residents **to import** and consume a variety of fruits – especially fruits that cannot be grown in Europe – at a high quality that does not risk the consumers (i.e. free of chemical residue) nor the environment (i.e. free of quarantine pests).

The African interest -
To export high added value(i.e. high quality and high price) products, as a resource of foreign currency inflow, to enable greater investments in developing its economic development, also, through the import of goods, knowledge, and services.

NON-OVERLAPPING INTERESTS

The African farmers' interest is to invest as little as possible in pest control. An invasion of a quarantine pest from Africa to Europe will not affect them negatively.

In contrast, European farmers and authorities are highly concerned about the introduction of quarantine pests.

THE #1 REASON FOR EXPORT BAN

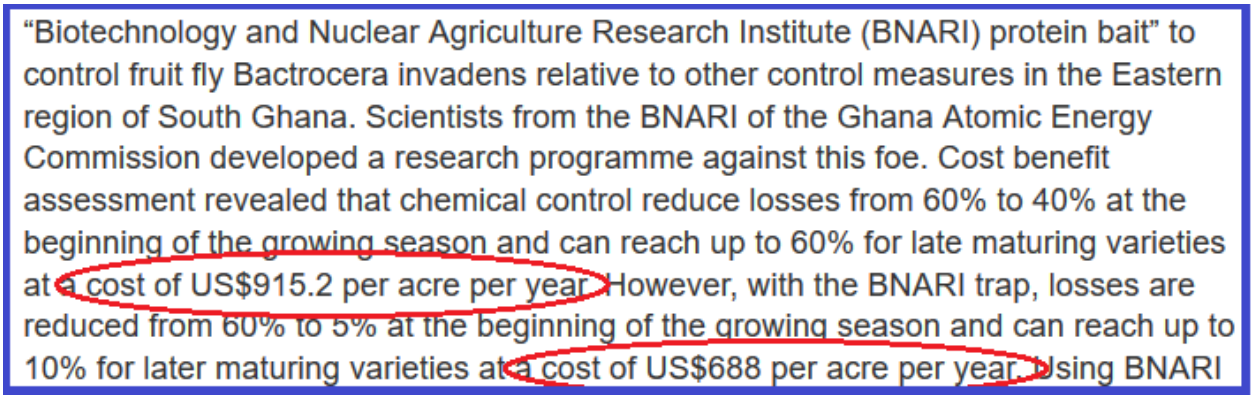
The ineffective control of FRUIT FLIES!

IS THERE A CONFLICT OF INTERESTS?

No. We just need “to dig in a little” to see that there is no conflict of interest. As said above, on the contrary, there is an alignment of interests.

African farmers are craving to gain effective control over fruit flies, regardless of fruit exports to Europe, and this is why –

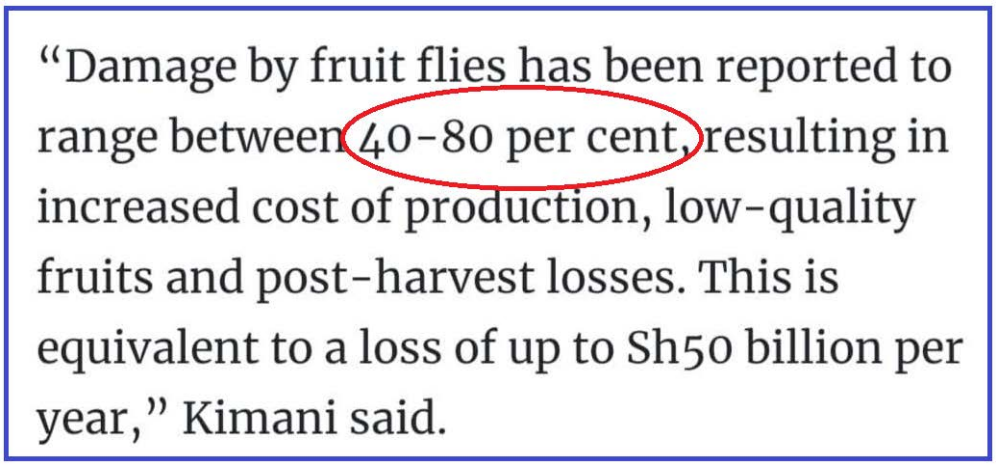
(1) Despite the **low efficiency** of existing solutions, their cost is quite substantial.



“Biotechnology and Nuclear Agriculture Research Institute (BNARI) protein bait” to control fruit fly Bactrocera invadens relative to other control measures in the Eastern region of South Ghana. Scientists from the BNARI of the Ghana Atomic Energy Commission developed a research programme against this foe. Cost benefit assessment revealed that chemical control reduce losses from 60% to 40% at the beginning of the growing season and can reach up to 60% for late maturing varieties at a cost of US$915.2 per acre per year. However, with the BNARI trap, losses are reduced from 60% to 5% at the beginning of the growing season and can reach up to 10% for later maturing varieties at a cost of US$688 per acre per year. Using BNARI

(Article Source)

(2) The high fruit fly damage, typically 40% to 80% do not enable the development of any advanced and profitable fruit industry. Hence, farmers have no chance to escape poverty.



This situation in Kenya represents well most of sub-Sahara and Asia. (source)

It is clear to see how much African farmers will benefit by improving fruit fly control, those - even without exporting.

It is also very clear that there is no conflict of interest!

Both, Africans and Europeans wish to gain much better control over fruit flies.

Each one of them due to its own, justified, (but different) reasons, creating a unified goal of prosperity to all.

THIS IS WHAT THE AFRICA–EUROPE COOPERATION NEED

In the case of fruit flies, to bridge the phytosanitary gap between Africa and Europe two elementary components are required and were missing to this day -

(1) An effective solution to control - at export-quality - the notorious quarantine fruit fly *Bactrocera dorsalis* (including under heavy rain conditions).

(2) A fruit fly control protocol that will give the European (as well as to others) the peace of mind and comfort of knowing that fruits exported are free of fruit flies and free of chemical residues.

THE PUZZLE IS DONE

Both elements EXIST, fit and are available!

In 2020, for the first time ever, African farmers will have access to the two missing components to bridge the 'export gap' between Africa and Europe.

Finally, African farmers will have the right tools, to effectively cope with the huge challenge of exporting from regions heavily infested by fruit flies.

The complete solution is A Package of two elements:

First - The Biofeed ***FreeDome*** - the only (non-chemicals and non-spray) solution found to effectively control the main three fruit flies species infesting Mangoes, Avocadoes and Citrus – *Bactrocera dorsalis*, *Ceratitis cosyra*, and *Ceratitis capitata*.

Second - The ***Fruit Fly Certified Trade Zone*** – a fruit fly control protocol designed to be used in Africa, by African teams. The protocol is suitable for large and small-scale projects, with an easy option for scaling-up.

Now, when the concept is ready to use. It's time to implement and get the benefits (financial and market position).

I would love to get your feedback and/or questions, atnisraely@biofeed.co.il or text+972-5423425 (WhatsApp).

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Full of joy

See you soon,
Nimrod

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

P.S.
How do you feel about the Package of the *FreeDome + Fruit Fly Certified Trade Zone* as a way of starting fruit exports from your country?

P.P.S.
"In 2020 Biofeed will extend its fruit fly protection activity to two more African countries, etc." I wrote this line only three weeks ago.

I wish to update you that this week we achieved an agreement with one more country as to the way of working together in 2020, and we hope for **two more** agreements that will allow us to start activity and cooperation with African countries in the near future!

P.P.P.S.
Now is **the best time** to get in touch and promise that in 2021 you will be equipped with the *FreeDome* leading fruit fly control solution.

P.P.P.P.S.
FOLLOW me on LinkedIn for many more posts and updates.

P.P.P.P.P.S.
Now you can find the historical series *The Agricultural Gap* on *YouTube*. The 11,000 years history from the Agricultural Revolution to the Agri-industry Revolution.

The series is still in progress with more chapters to come.
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Change Begins With A Decision
That The Existing Reality Is A Choice
And Not A Decree Of Fate