



TIMING PREDETERMINES THE PROFESSIONAL AND ECONOMICS OUTCOME OF A BIOSECURITY HAZARD

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

CHOOSE BETWEEN OPTIONS - A SIMPLE EXCISE

When I am debating, not sure how I should act in a certain matter, I say to myself –

“assuming I chose 'Option A' what will be the consequences a year from now and how would I feel about it?” Then I ask myself the same question, this time about 'Option B'.

This simple method enables me to detach from present pressures and get a better perspective about two things; (a) the activity itself; should I do it or not, and (b) the timing; when should I do it.



For example, my schedule is full, but there is a one-day assignment I need to do **now**. I ask myself the two questions: Should I do it (a) Yes/No? (b) Now/Later?

Judging from the present perspective the answer is simple – *my schedule is full, I don't have time, I should not do it*. Judging with a one-year perspective I conclude that not doing it **now** will require my personal intervention later and will take me **7 working days and will cost 5 times more**.

Now with the perspective of TIME and the implication perspective, I will probably conclude that it is better to **(a) carry the task**, and **(b) execute it now**.

The same exercise works just as well for far more complex questions that have to do with timing and future implications.



CLOSING THE STABLE DOOR AFTER THE HORSE HAS BOLTED

I am relating to that exercise, at the height of the Coronavirus crisis, because it is clear that in less than a year we will see in each country - event *Investigative Committee*.

Those *Committees* will ask questions, many questions.

Whatever the politicians and the experts will say, it will not help to recover the \$ 2-3 trillion the world economy has lost, nor will it help millions of people who lost their livelihoods.

One of the questions that will repeat itself, towards the decision-makers, is:

"You have seen the outbreak of the Coronavirus in China, you knew about the potential of 'virus carriers' coming from China (and later from other countries), why didn't you stop all incoming flights from China as soon as you knew about the outbreak of such epidemic?"

*If we would "close" the country **before** the first 'carrier' entered, we would avoid the need for a total lockdown and its devastating economic outcome. Why didn't you act **on time**?"*

In conclusion, the actions taken to stop the Coronavirus were correct but were taken a few weeks **too late**.

Hence, the late response brought inferior results caused a massive spread of the virus – all at a much, much higher cost and unrepaired damage.

Not acting on time proved to be a wrong and very costly decision.

DO IT ON TIME OR ... FAIL

When I started working in our deciduous orchards, my father told me that "*agriculture is all about timing*".

It is very important to take the right and proper actions, but it is worthless if you don't do it on time.

In the case of the *Coronavirus*, operations were carried out, but often not on time or required quality.

Unfortunately, the Coronavirus case is similar to *Quarantine Pests* in agriculture.

When it comes to crop protection, to get the best results, and especially with quarantine pests, you need to act on time, using the proper tools and protocols suitable for that situation.

Executing the same tools and protocols without a context of time may have devastating results, negatively affecting the lives of millions of farmers, and the country's economy.

PRECISE TIMING AND FOCUS

The earlier you act, within a designated window of opportunity, having the right Tools and Protocols, the more cost-effective results you would achieve.

Here are the three stages of dealing with *Quarantine Pests* -

1. Prevention of entry of quarantine pests. After entering, the cost of controlling them and consequences problems is significantly higher and the results are lower.

2. Maintain export despite the presence of quarantine pests. This is typical to countries that have endemic quarantine pests, but still (somehow) manage to keep exporting fresh produce.

3. Maintain agricultural production despite *Export Ban*. From any perspective, this is the worst that a country and farmers can experience. The whole country under *Export Ban* will likely to suffer a significant economic loss, which is due to:

- (a) loss of export markets, and
- (b) high cost of the quarantine pest control, and
- (c) high cost of efforts to reopening the *Export Markets* and
- (d) necessity to import food.

TIMING – as time pass and we move from stage 1 to stage 2, and later to stage 3, the costs increase and effectiveness of control decreases.

When it comes to *Quarantine Pests*, it always pays off to act on time, using effective Tools and Protocols, which will increase our chances to continue (or start) export.

THREE STAGES SYMBOLIZE THREE TYPE OF COUNTRIES

Each of the above Stages represents a type of country -

1. A country where un-disturbed exports take place but are concerned about '*slipping down the slippery slope*' towards an *Export Ban*.
2. A country under threat of *Export Ban* of fresh agricultural produce (of all or some crops).
3. A country already under full or partially *Export Ban* of fresh agricultural produce. Such a country will find it difficult to re-open exports, as it would wish to have. Farmers, and others in the value chain, will suffer greatly.



IT PAYS OFF TO ACT EARLY

The rule is clear, **timing** is critical when it comes to *Quarantine Pests*; the earlier you act the faster and better will be the results that you will get – in return of a fixed budget.

In contrast, waiting and postponing treatment will result in greater difficulty and longer treatment duration to restore the condition (if possible), to “normal” and of course at a much higher cost.

When I get on a new project, I do nothing before I fully understand the 'current status of the project'. Once I get a full, clear picture of the situation, based on defined objectives, we make a plan and schedule to be executed fast and precise, to get on time the quality results we planned.

Thinking forward and thorough will help you to make the right plans and to carry out effective activities, on time. Having the desired results there will be no *Investigative Committee* because everybody will be happy.

For questions regarding a particular country/situation please contact me at nisraely@biofeed.co.il or text me +972-5423425 (WhatsApp).

Share your thoughts with me.

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Better income...
Better future...

P.S.

The Coronavirus crisis creates great changes. Changes are not bad or good. But, changes create opportunities. **The greater the change the greater is the opportunity.**

Yes or No Coronavirus, Yes or No lockdown, people still need to eat. Farmers are the **only** source of food, so keep growing, keep exporting, and use this unfortunate situation to **grow your business through exploiting the expected changes and opportunities!**

P.P.S.

Biofeed offers a Package to mitigate the Root Causes of the Problems –*FreeDome* to ensure effective fruit fly control, and *Fruit Fly Certified Trade Zone* to enable regulators, exporters, importers and farmers alike to gain mutual trust, confidence and peace of mind in their present and future.

P.P.P.S.

In 2020 we will apply an area-wide multidiscipline *Fruit Fly Certified Trade Zone* project. Now is the time to contact us and make sure your country will have its own *Fruit Fly Certified Trade Zone* project in 2021.

P.P.P.P.S.

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P.P.P.P.P.S.

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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*