

# Green Valley Fruits

## Dr. Nimrod's Eco-Friendly Fruit Brand



**GREEN VALLEY BRAND**  
Dr. Nimrod's Signature  
Label STANDS FOR:

- **Concern for consumers' health.**
- **Respect for the environment.**
- **Honoring the world's farmers.**



### FROM DR. NIMROD'S KITCHEN TO YOURS!

**Green Valley - the story of a farmer who thrived to make a better world.**

**THE PROBLEM:** Dr. Nimrod, the founder of Biofeed, was a farmer who suffered from chronic allergies and chronic demand to spray insecticides. Sadly, he saw his farm's income decrease as fruits' quality degraded due to pest infestation and chemical residues.

**THE VISION:** Nimrod decided to resolve his income problems by producing healthy fruits, free of insecticide sprays and chemical residues - organic or conventional alike. Such fruits, when branded and marketed to health-conscious consumers, fetch a premium price.

**FOCUS:** Nimrod began developing a novel non-spraying bio-control technology that will enable him to replace most/all of his insecticide sprays. He focused on fruit flies to develop his first product, as over 50% of his sprays, much of the fruit damage and chemical residues were because of them.

**A MIRACLE:** In 1998 Nimrod had a spraying accident that nearly cost him his life [\[>><<\]](#). A couple of hours later, in the hospital, he noticed that his allergies were miraculously cured. While immobilized and bound to stay home, he started to pursue his vision.

**SAFETY:** In his kitchen, he composed attractive formulas (for fruit flies) that are safe for humans. This is how the *FreeDome*, the fruit fly control solution was perceived.

**A NEW CATEGORY:** A few months later, he managed to market healthy fresh fruits, free of fruit fly sprays, and free of damage. A new category of fruit quality was born!

**HEALTHY:** Dr. Nimrod founded Biofeed with a global goal in mind - introducing **Green Valley Fruits** label to help billions of consumers enjoy healthy fresh fruits.

**GOALS:** Biofeed's top guideline is - keeping the farmers', the environment's, and consumers' health.

### MANGO EXPORT MARKETS ARE OPENING UP

Biofeed is expanding its *Green Valley* operations into Asia and Africa, and is open for new business associations. If you are involved in the fruits export value chain, and recognize the value in exporting Mango, we may have new opportunities for you. We'd love to explore collaboration also with food chains, growers' associations, fruit marketing companies, wholesalers, governments, investors, etc.



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### Current Situation In Asia and Africa



**NO EXPORT!**



**PREMIUM MARKETS**



**The Change Dr. Nimrod Brings**  
 Exporting Labelled Green Valley Fruits from  
 Fruit Fly Certified Trade Zones [ >><< ]



**EXPORT BAN:** The current inability to meet phytosanitary standards has put fruit export from Africa and Asia on hold. Hence, farmers and countries suffer economic loss in the range of \$ billions, and markets lack quality fresh produce.

**EXPORT OPEN:** This is changing now thanks to Biofeed holistic solution approach. With Biofeed's full Export-Package, you sleep well at night, knowing that you can export.

