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## **Dream Your Way To Reality [From Joseph To Green Valley]**

### **My Dream**

Big people have big dreams - Joseph had a dream, Martin Luther King had a dream, Disney made us believe in dreams and wishes.

Big people have big dreams and therefore set big goals – Kennedy set such as getting to the moon, Steve Jobs put such in our hands, Bill Gates gave us in every computer and there are many more in every area and field of our life (Edison, Ford, Gandhi ...).

I'm not one of those 'big people', but still, I have a big dream!

[\* Remark, see a special offer for a Webinar at the end of the post \*]



The Little Prince.

In my dream, the more-agrarian countries grow far more than they need, and what they grow is of high quality.

In my dream, they have high standard packing-houses, from which good roads lead to good ports that enables them to export fresh produce to the best markets around the world to feed people.

In my dream, there is plenty of food and no one is hungry. Each country export the most suitable crops for its environment, ability, culture, and expertise.

In my dream crop protection is based on non-poison and non-spraying techniques. It is far more effective, safe for the farmer, the environment, growers and consumer.

In my dream, the chemical residue is down to zero and loss due to pests is marginal.

In my dream export is possible to any market with no fear of invading pests making their way to new geographies through infested produce.

In my dream, investors see agriculture as a sustainable market and are competing to invest in such a promising market.

In my dream, farmers' income is increased by 2 times, and more. Farmers do care about good healthcare treatment and about the health of the consumers and the environment.

In my dream, the leaders of the countries are leading the change, not waiting for charity and foreign support. Farmers act in purpose to reach better markets and prices.

I may be a 'dreamer', but I am a man of action as well. I know how to transfer my dreams into reality, and Togo may set a good example.

### **My Dream of Togo**

My "adventure" with the people of Togo, a small West African country, begun when I met, in Israel, **The President of the Republic of Togo, His Excellency Faure Gnassingbé** on August 8<sup>th</sup>, 2017.



His Excellency Faure Gnassingbé, The President of Togo, myself and Ofra Strauss, Chairperson of the *Strauss Group*.

I was invited by Startup Nation Central (SNC) to present Biofeed's recent achievement, and so I did. The outcome was that Mr. President chooses Biofeed out of all the presenting companies. A few months later I was invited by Mr. President to Togo, for meetings and discussions with the local experts and officials.

From that meeting, the path was short to scientific cooperation and studies (including extensive in field tests) with the Agriculture University of Kara.

In my first visit to Togo, I met with the unpleasant reality of 30 to 100 percent of fruit fly infestation (the main crop is mango, and so I relate to it). Orchards bearing low yield of only 2 to 10 tons per hectare, and farmers that can hardly make a living, and practically burning their mango orchards after giving up of finding a proper solution to the fruit fly menace.

Only a year passed and at the end of 2018, it was clear that the results are outstanding! We have managed to reduce fruit fly infestation, even in small orchards by 90%.



Togo's National members of the Fruit Fly Steering Committee.

This is when we took it a step forward and started a **National Pilot Project**, with the full involvement of many other stakeholders, including; Institute of Counseling and Support of Togo (ICAT), Higher School of Agronomy (ESA), Togolese Institute of Agronomic Research (ITRA), Higher Institute of the Trades of Agriculture (ISMA), Togolese Company of Inputs and of Agricultural Equipment (STIEA), University of Lomé, University of Kara, Plant Protection Services (DPV), and representative of ECOWAS (a regional fruit fly control projects) in the Plant Protection Services.

Last week, while I visited Togo, for the second time this year, we had a meeting of the above stakeholders. We used that meeting to establish **Togo's Fruit Fly Steering Committee** – I was asked to Chair the Steering Committee.

I am now honored and humble to thanks the members of the Steering Committee for considering me for taking that role of Chairman.

My first activity as the Chairman of the Steering Committee was to have a Fruit Fly Monitoring Field Training Seminar. The field training seminar was fruitful, full of learning, insights and sharing ideas.



Togo's first; Fruit Fly Monitoring Field Training Seminar.

My second activity as the Chairman of the Steering Committee is to reach out and offer cooperation with other Fruit Fly Steering Committees around the world, and more specifically in Africa, as well as fruit fly experts, fruit fly project managers, etc. I do believe that in science, business and international cooperation 1+1 can be more than 2. I am willing and ready to share our data, activities, understanding, and know-how.

In my name and the name of the Steering Committee, I invite you to contact us by simply replying to this email.

Togo's Fruit Fly Steering Committee, under my leadership, is planning to lead the farmer of Togo for the following measurable achievements:

1. Double the income of farmers taking part in the program, in only 2 years only.
2. Increasing exports tenfold within five years.
3. Multiplying national output by five times within five years.
4. Establish 3 Center of Excellence around the country.
5. Using mango as a 'model crop', to set up a positive example of a 21st cutting edge successful agriculture industry to the entire agriculture ecosystem of Togo.

Togo is an emerging country where agriculture is now a **priority and opportunity**. This is the time to invest in Togo's agriculture!

By the way, fruit harvest began in Togo and Ghana (the other country I visited last week). Results are very positive, showing fruit fly infestation has decreased by over 90%. I will find the opportunity to share more information in the coming weeks.

Together let's make fruit flies;  
*'just another pest'!*

**Leave Your Worries Behind and ==> Make a Change!**

(Grow your Income)

Regards,



**Better produce... Better future... Biofeed...**

**P.S** This is the place to remind you that I publish daily on [LinkedIn](#), [Facebook](#) and [YouTube](#). Go there, Follow me, Share and Like and you will get first to the hottest news.

**P.P.S.** Following my appointment as the Chairman of *Togo's Fruit Fly Steering Committee* I invite all investors that wish to invest in Africa's agriculture to register to my webinar on May 15<sup>th</sup>. The topic of that webinar will be '*Turning Fruit Flies into Your Cash Cow*'.

The regular cost to the webinar is 99\$, while you, as a reader of this post, have a special offer now for **only 49\$**. Special price for potential investors and businessmen who focus on African and Asian markets - **only 9.9\$**.

Payment

[>>> Special offer \(49\\$ instead of 99\\$\) <<<](#), or

[>>> Discount for Africa and Asia \(9.9\\$\) <<<](#).

Investors who wish to invest particularly in Togo will receive a full discount, meaning you can join my webinar for **FREE**. To receive discount contact Dotan, our head of business ([dotan@biofeed.co.il](mailto:dotan@biofeed.co.il)).

**P.P.P.S.** The Live Seminars (webinars), called '*Turning Fruit Flies into Your Cash Cow*', will include the following topics and how you can benefit by investing now; \* the market \* competition \* why current alternatives are not effective \* how you can use the changing business environment to increase your investment by 1,000% \* business models \* economic analysis of alternatives \* and much more.



How to register to the Live Seminar?

First complete payment in the appropriate route

[>> Special offer \(49\\$ instead of 99\\$\) <<](#) or

[>> Discount for African and Asian \(9.9\\$\) <<](#)

Then we will send you a link for the registration itself. Looking forward to meeting you at the Live Seminars (webinars).

*"Green, effective, healthy and suited for **all farmers**, this is my vision for pest management"*

You can contact me on [LinkedIn](#) / [YouTube](#) / [Facebook](#) or a return email.

If you enjoyed it, please share it with friends and let them enjoy the high quality pest control solution we provide. They can also add themselves to the list of mail receivers by - [Pressinghere](#).

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