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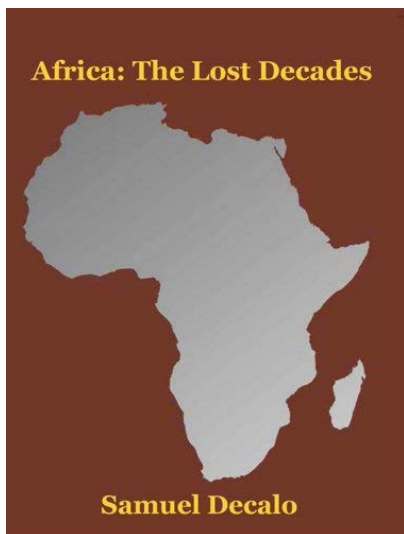
Europe Is Losing Patience [and Africa is losing credit]!

It may seem that there is plenty of time and that we can always do tomorrow what we planned to do today (people say - work is not a rabbit it will not run away...).

But the truth!?

NO, that's a lie.

What we hadn't done today is gone and possible lost!



The Agri-sector suffers the most from the 'lost decades'.

Regardless of the reasons, the fact is that Africa has lost decades(!) and now the people are suffering from this terrible time waste.

In agriculture, especially in fruit orchards, fruit flies are responsible for millions of farmers suffering from the loss of (potentially) hundreds of percent's higher income, as well as poor nutrition.

At the level of the continent and the state, we are talking about the “loss” of potential income at the magnitude of tens of billions of dollars that will never return.



Economist.com

Africa can be 'the China of the world for agri-produce'.

Equally important, and perhaps even more, is the farmer's loss of faith in their own ability to grow and compete with their Western counterpart.

The state's confidence and faith in its own farmers and farmers' ability to serve as the "*food provider backbone and as produce exporters*" is a loss, as well.

The government is looking at farmers as a '**BURDEN**' instead of as an '**ASSET**'.

The loss of trust is not limited to the African farmers themselves and to the authorities in their countries.

Loss of trust is contagious, it is like cancer; it spreads faster than you think and the damage results are long-term.

The loss of trust is not limited to the borders of Africa.

It continues from Africa to the international markets, where later it will be harder to uproot.

After many years in which Europeans have tried to import fruit from Africa, they slowly gave-up and tend to introduce new regulations that will actually stop or make it even harder to import fresh fruits from Africa.

The miss-trust has deep roots!

Why?

Because every year, many fruits originating in Africa are intercepted contain higher chemical residues than the permitted and infested by quarantine pests.

When we say 'quarantine pests', it often refers to fruit flies.

This is well understood, Europe has a large and extensive fruit-growing industry and is interested in protecting this field from the infiltration of new and dangerous pests originating from other countries.

They are aware that fruit flies are amongst the most intrusive pests and therefore there is a need for strict standardization.

What is the EU considering demanding from the African growers?

Immerse the mango in a bath of hot water before exporting.

Why?

'Cooking' the mangos in hot water kills the larvae and eggs of fruit flies.

This way the EU can assure that no invasive pests will enter Europe through imported fruits. But what about the quality and taste and is the quality of the fruits will be affected by the "cooking" process?

Yes!

The professional meaning of 'cooking' is that Mango quality and taste is expected to drop significantly.

What is the expected economic impact?

The ability of African farmers to compete with growers who market fresh produce without 'cooking' will be particularly difficult, with a much lower potential income per Kg.

And that is all?

Definitely not.

As a result of the continued interception of infested fruit, the change in European (import) standards is expected to bring changes in quarantine demands in other (non-EU) markets, such as; Russia, Middle East, China, Japan, and the USA.

Practically the introduction of EU standards in other countries will make impossible to export fruits from Africa to many countries.

So you see, there is no time to waste (remember? Time is Money)!
You waste time – you missed income!

**The problem of fruit flies must be solved
before NEW standards/regulations are introduced in many countries.**

[If you are from India, Thailand, Peru, Mexico, etc., note that the EU regulations will probably be binding not only to African fruit growers but to all markets that export fruits to the EU.]

The field results from the past few years in Africa and Asia show that only *FreeDome* can deal effectively with the fruit fly problem and allow farmers to grow and export high quality produce, free of the fear of chemical-residues or fruit fly quarantine pests infestation.

In order to protect African interests, I call every country that wants a better life for its farmers and better food availability, to immediately adopt the *FreeDome* as a national standard.

To my friends at the EU, I ask to contact me/Biofeed to work together on a way to enable African farmers, who use the *FreeDome* and stand to the highest standards and under strict supervision, to continue export fresh fruits without the need for 'cooking'.

Myself and my team, we are ready to initiate such a cooperation program with any country or partner active in Africa.

*For a greener world
Free of sprays
Full of joy*

See you soon,

Nimrod

P.S.

Export of high-value fruits is the fastest way to bring foreign currency to your country.

[Green Valley](#) is aiming to do it with you and for you.

P.P.S.

A global quality brand is the best way to bring high-value to many people and countries who share the same constraints.

Green Valley will do it with you and for you.

P.P.P.S.

Do you think that there is still time to think about the 2020 season? You are wrong. **The time to get ready for 2020 is now!**

Soon we will start planning for 2021.

Don't make your farmers and country lose hundreds of millions of \$ just because of missing (again) another year and another opportunity.

You will never forgive yourself
and they will never forgive you.

P.P.P.P.S.

Green Valley is once in a lifetime opportunity.

Don't be the last to join in. Don't let your farmers suffer more than they already did.

**** Change begins with a decision that the existing reality
is a choice and not a decree of fate ****