

[Link to online addition](#)

How Big Is The Fresh Fruits Window of Opportunities?

With a drop in total exports of agri-products, while imports increases, we can clearly see how Africa is left behind other regions. Not good.



Economist.com

I believe Africa must be 'the China of the world for agri-produce supply'.

More than half the population in Africa earns their living from agriculture. Can agriculture be transformed into a successful export industry, bringing benefits to growers and the entire nation?

And if so, can it be done by a high-value agricultural product?

And if so, what product is appropriate for that?

Thanks for asking – the answer is clear - **Biofeed Green Valley**.

In fact, we are looking for a high-value crop.

Meaning, a crop that has the potential of exporting large quantities and receive a high price per Kg, if the Quality is high.

Of course, we would like it to be produced in Africa and wish to rely on the already existing professional experienced basis in the cultivation of the chosen product in Africa.

That 'Chosen' product has to have a 'twist' – it has to bring high-added value. And the 'twist', with **additional** effort and technologies it will bring much higher value to ALL involved.

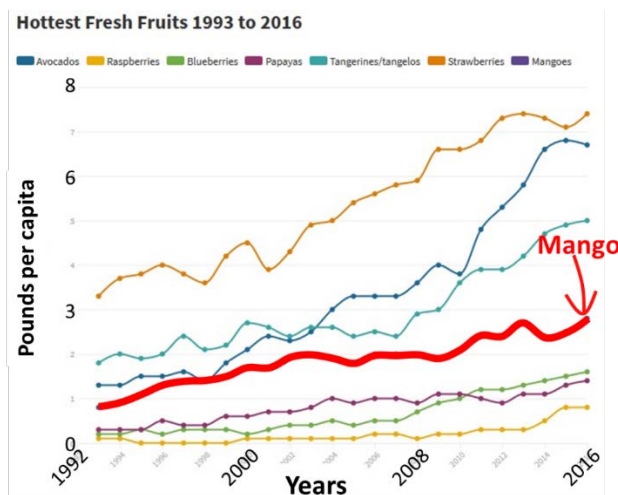
Based on the analysis of:

- Match the above business constraints and demands, plus
- Produced in Africa today.
- Has a high growth of demand.
- Still in the phase of growing...

The answer is clear, we must focus on - **MANGO**.

Not only does mango meet all of the above requirements, but it is also a fruit that is considered healthy, exotic, delicious and prestigious.

Mango market demand is continuously growing while the price is all the time high for high quality. This is why it is in the 'Hottest Fresh Fruits (1993-2016) of the USA.



Mango is on the prestigious list of USA '*big winners in the past 25 years*'. Percentage gains from 1993 to 2016 were: 233%. Source: USDA

Looking at the above steady growth for 25 years (!) in fresh food consumptions, it seems that there is no 'glass ceiling' that caps the (demand) growth.

The growth represents the potential for further investments into professional mango cultivation.

Surely, in order to reach the best export markets, it requires setting up of exports infra-structures from Africa to the international markets.

That will bring an overall growth in production, which can bring significant, fast, increase in earning, and a constant flow of foreign exchange.

Further investments into capacity building for higher yield of quality production and exports infrastructure, will result in further growth.

With "*over 800,000 tonnes more are being traded internationally than there was ten years ago*" the demand for mango rises steadily and consistently by annually 5% (source: [Fresh Plaza](#)).

Furthermore, mainly due to (low) quality issues, "*more than half (55%) of all internationally traded mangoes are traded between countries within regional proximity of each other*" (source: [Fresh Plaza](#)).

That is, much of the 'export' is '**local**' and not on the high-value international markets! (e.g., India and its neighbors).

Looking at the global markets, we see that the major mango growing countries, primarily in India, China, and Africa, are unable to meet basic export quality regulation requirements.

Therefore, agri-products export, from those regions is very limited.

There is a great “bonus” for anyone who is able to **match the export quality demand and regulation issues**; reaching the high-value international markets, far beyond '*proximity neighboring countries*'.

This means that there is a growing space into which new players can enter, for example, the African countries, which will grow high-quality mango!

But there's another joker in the sleeve.

A huge one!

Mango crops around the world are low, usually around 5 to 7 tons per hectare.

At the same time, in Israel, the yield is about **40-60 tons per hectare!** And quality in Israel – is (always) Export-Quality!

WOW.

That is awesome.

Now, if we combine Israeli knowledge and technology with the African vision and practical ability to increase production and exports (and reducing imports) we will get a combination that is super powerful.

And this is exactly what *Biofeed Green Valley* will do!

By, connecting the awakening African power that stems from the desire to build a new and good future, and the Israeli power that stems from a long tradition of agricultural knowledge and technology.

Together we can build a structure to promote African mango exports!

Is there a better and more successful combination than this?

Biofeed Green Valley will focus first on growing and exporting quality mangoes in selected African countries.

Later on, ***Biofeed Green Valley*** will expand to additional crops, also with high added value, so the selected countries will continue to benefit and will get an additional “bonus”.

Biofeed Green Valley will transform the local agri-industry wherever it is active from today level into a modern agri-industry with huge added value and financial prosperity.

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

See you soon,

Nimrod

P.S.

Export of fresh, high-value fruits, is the best! Join [Biofeed Green Valley](#) now, as we have the capacity for only one more country, until further notice.

P.P.S.

[Biofeed Green Valley](#) is first of all about rebuilding the local agri-sector according to Israeli standards. This is a once in a lifetime opportunity. You didn't have it before, and who knows when you will get such an opportunity next.

P.P.P.S.

[Biofeed Green Valley](#) will build for you, in your country, an end to end value chain, something that no one else will ever do for you.

P.P.P.P.S.

[Biofeed Green Valley](#) focus, on purpose, on high-value crops.

We believe that once you have a more available income you can buy with it not only staples food, but much more. For example, education, know-how, technology, machinery, luxury goods, etc.

P.P.P.P.S.

As we have limited resources (like everybody) and we are committed to the success of the countries where we will work, we limit ourselves to just one more country!

It can be your country.

Waiting is losing precious time and opportunities. Don't let your farmers suffer more than they already did. Join in today.

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