

[Online](#)

## The Business Model That [experts and farmers love] Will Revolutionize Africa's Agriculture!

### **Do not let stereotypes fool you!**

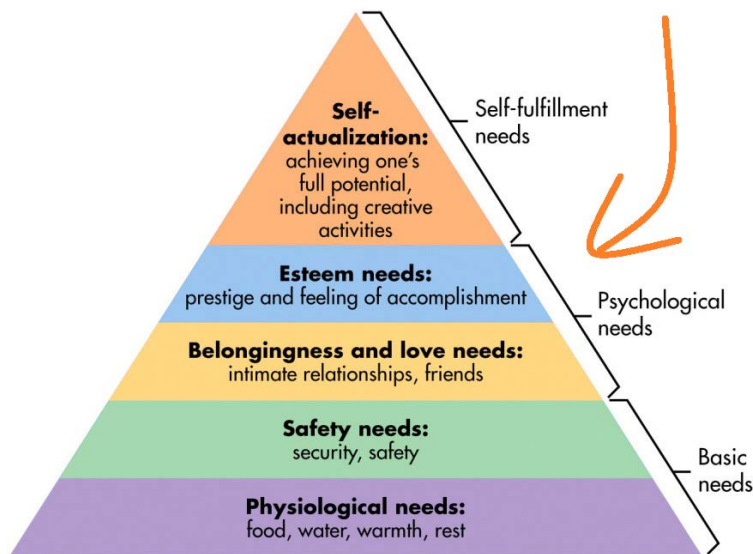
Unfortunately, because of 'images' and 'stereotypes' sometimes we over-focus on a certain group while neglecting others which may be far bigger and significant.

For example, some people have an image of Africa as "*The Land of Hungry and Poor, Miserable People*".

Well, that is simply ignorance and not true!

According to FAO, WHO and other international organizations reports, 27.4% of African people are affected by severe food insecurity in 2016.

While this is a terrible number, let us remember that 72.6% are in a far better situation.



Maslow's Hierarchy of needs. Most farmers are looking to fulfill their Psychological needs, and even Self-fulfillment needs.

Today, most farmers are concerned about the "*Psychological needs*"! They are the ones who will change the future of Africa.

## **What do (most) farmers want?**

While the world must take care of those who are in hunger, we should simultaneously focus on the 72.6% who will eventually bring the change to Africa.

Most of the farmers are not hungry, and all the farmers I have met are thinking far beyond the 'Basic needs'.

They are mostly thinking about – *"how can we increase our Income"*.

Naturally, this is a major part of their pursuit of happiness.

Yes, they are not hungry, but they feel deprived – no real opportunities of change or access to better markets, better deals and more income.

They do feel chained to their current status, unable to get free and work their way up to a better life.

Farmers who have cellular smart-phones and use WhatsApp care not about hunger or food, but more about 'hunger' and desire of becoming part of the open world and self-esteem.

## **A Farmer = Businessman**

A farmer is practically an owner of a 'Small Business' who manufacture agricultural products for mass consumption.

As every small business owner around the world, a farmer is taking risks in his efforts to survive and grow, meaning having more income, which is resulting in a better life.

Farmers' risk is higher than other 'small business' owners for their produce is unprotected, and mainly exposed to the elements of nature.



Yes, farmers say thank you when they get what they want; "[money in my pocket](#)" (link to video)

### **A World With *FreeDome* Is A Different World!**

Now thanks to *FreeDome* fruit flies are no longer a barrier to growing fruits.

So why African/Asian farmers still face a future of low income per hectare?

In the past 3 years I have traveled a lot to Africa and Asia, where I had the chance to meet and talk with hundreds of farmers, buyers of fresh agriculture produce, manufactures of agriculture processed products, experts from universities and extension service providers, politicians and others.

In every place I get, I'm also learning very thoroughly the local economics of the agri-business.

As a result, I managed to detect several economics-patterns repeated in those markets.

Later on, I was able to identify **three** characteristics that had the greatest impact on predicting the farmer's ability to increase his income.

I believe, that if we want to create an Economic Game Changer Environment, we should focus on those three characteristics and treat them as one – consolidated issue.

Only if we do this we will be able to bring a solution, and change the situation of poverty and fulfill the desire of moving up the Maslow scale toward the Self-Fulfilment needs

level and in parallel, we will change nations' trade balance in the import and export of food.

**The three key issues are:**

1. Ability to get high-yield per hectare.
2. Ability to grow high-quality yield.
3. Access to high-value markets.



The income per hectare = Kg of yield/ha. \* Income per Kg.

**NOTE**

*Kg of yield/ha.* – a result of mainly technology and know-how.

*The income per Kg* – a result of quality and Access to Markets.

*Access to high-value markets* – a result of the ability to Export ('External Markets')  
Quality produce.

Without access to External Markets, we are left within frames of the 'Local Market' with competition only on the Quantity, and therefore the price will stabilize at the lowest possible level according to the 'local life standards'.

**The way to change Africa's agriculture**

If you are an African farmer and you grow the best quality produce, in most cases you will not be able to sell it for what it worth.

**Why?**

Because the fruit market to which you have access is underdeveloped and fragmented.

The supply chain is incompetent or partially missing, and marketing or distribution infrastructure is undeveloped.

To get over these enormous obstacles you need to 'connect the dots' all by yourself until you create a *high-performance surrounding environment* that will enable you to compete against any farmer **on the open market around the world**.

### **How do you create a *high-performance environment*?**

By **simultaneously** apply all three elements:

1. Ability to grow high-yield per hectare.
2. Ability to grow high-quality produce.
3. Access to high-value markets.

There is no point of hoping that a farmer will be able to finance such a solution (at least not at the beginning).

This is where the government/international organizations should step in as partners or investors and subsidize or fully finance such a project.

Farmers are proud people and will be happy to pay back the investment, once they do better.

### **How do you simultaneously apply the three elements?**

Once I realized the misconception that is inhibiting the way forward and farmers' ability to reach better income, the solution appeared clearly before me.

We created the *Green Valley* concept, which will take charge of '*connecting the dots*' for the farmer.

Meaning, *Green Valley* will **integrate 2 systems**:

- (a) The supply chain - for the farmers.
- (b) Production to export - for the importers.

Now that we already have the technological solution for fruit flies, *FreeDome*, we introduce *Green Valley*, which is bringing farmers a full solution for increasing the yield and quality and bridging the gap to export markets.

*Green Valley* will be an operational arm that will enable the farmer access to the best and most advanced **technology** and **know-how**, suitable for his needs and requirements.

Thereafter *Green Valley* will enable the farmer to export his produce to the best high-value markets around the world.

Doing so, *Green Valley* will increase food export from Africa and decrease food import to Africa.

*Green Valley* hopes to pave the way for Africa to become a world power in the food supply sector.

By doing that it will bring foreign currency to countries that desperately need it.

## **Status**

The *Green Valley* project is currently focused on a single high-value crop, which is – **Mango**.

At this stage, we are already negotiating the terms with several countries in and outside of Africa.

Our aim is to see an export increase in the range of X3 to X15 within 5 to 7 years in each of the countries entering *Green Valley* program.

But that is not all, unlike 'turn-key projects' *Green Valley* will remain in those countries and will continuously bring more technologies, know-how, management skills, and will continue to grow and to project its positive influence on its surroundings.

*For a greener world*  
*Free of sprays*  
*Full of high-quality crops*

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.**

My next trip to Africa is coming soon (mid-July). Contact me to schedule the beginning of a project in your country.

**P.P.P.P.S.**

Do you think there is a long time until 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.

**P.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 \*\*\**