

[press here](#) to watch on the web

The Secret Focus [you never thought about]



Even when you think you know someone very well for many years you may still be surprised. Exactly for that reason will find this story – **surprising!**

(read until the end and tell me what you think.)



My background is based on agronomy studies and specialization in crop protection.

In my Master's degree, I specialized deeper and focused on Mediterranean fruit fly (*Ceratitidis capitata*) ecology, and then, in my Ph.D. studies, I pushed even farther as I focused on meta-population ecology of the Mediterranean fruit fly.

Fifteen years of my life I invested in the academy, becoming - the best in my field.

During much of the study period, I was a fruit grower and most of the time a pest control officer.

Then, I invested in Biofeed (which I founded in 2004) another fifteen years.

So I ask you; is there a question about my professional focus in life?

(Now stop and guess what is my focus. Then continue...)

It will not surprise me if you assume that my focus is one of the following subjects:
fruit flies / entomology / crop protection / insects / pests / fruits / orchards /
agriculture / agro-technology / fluids / lures / behavior / ecology / meta-population /
nano-tech and other themes I am talking about, writing about and often asked to
lecture on.

If you assume this, then you think 'logically', but you are **wrong!**

In fact, my focus and what drives me in life is very different!

My focus started many years ago, while I was spraying my own orchards.

The tractor is going very slowly, less than 4 km per hour, and you have all the time
in the world to think.

As a matter of fact, in that period of my life, I must have accumulated over 20,000
hours as a pest control officer with much of it on the tractor, all by myself.

And while I was spraying those '*not so nice*' chemicals I had much time to observe
the poor results, the huge effort of pest control, to measure the cost and above all
to ask myself many questions, including – **WHY?**

Why do I spray?

Why is it not effective?

Why with such harsh chemicals?

Why do I need to repeat the sprays every week or two?

Why do I need to expose myself and others to such unhealthy danger materials?

Why, as a food producer, I expose the consumers of my fruits to chemical
poisonous residues?

Why do people that come to work in the field, sometimes just a few hours after I
sprayed, need to be exposed to poison?

Well, in the agriculture industry there is this thing that one is saying to the other,
and it makes you feel better; "*the chemical residue we spray are below the
Maximum Residue Limit (MRL).*"

So I asked myself; "*would I give to my baby a baby-food with just a little poison.
Not much poison! Just under the MRL?*"

HELL NO! NEVER!!

So why is it OK to give your baby to eat healthy fruits and healthy vegetables "*with
just a little poison. Not much! Just under the MRL*"?

Do you hear how whirred this sounds?

And here comes my reveal of secret about my focus and passion.

My focus is and always was – **PEOPLE.**

Yes, I concern about people's health, about people's livelihood and other matters, which enable personal freedom with honor.

Now think of this –

As an MD Doctor I would be able to help all through my lives maybe hundreds, maybe thousands, maybe even tens of thousands of people.

I would help them deal also (and sometimes mainly?) with the consequences of eating food containing "*just a little poison. Not much! Just under the MRL*".

So, instead, I choose to become an **entomologist** and by doing so to be able to help **millions!**

Be an entomologist and save millions!

As an entomologist, I choose to focus on the basic problems of crop protection, which is the ineffective and excessive use of sprays.

Therefore, coming up with an effective, non-spray, crop protection technique is not easy, but is very needed.

I thought to myself that such a technique will help farmers while keeping the good health of millions of people consuming healthier food.



Twenty-five years ago I had this dream, in which I walk into a **supermarket** and I know exactly which fruit/vegetable was sprayed and which was not.

Which is safe for me and my family and which is not.

As a farmer who practiced both '*conventional*' and '*organic*' farming I knew that sprays are practiced under both regimes. And you know what, I didn't like it then and I don't like it now!

My ambition was, and still is, to create a crop protection alternative that presents

the combination of "**perfect-control, zero-spraying**".

123 different pesticides
*found in produce provided by
Department of Health's School
Fruit & Vegetable Scheme*



It was also clear to me that farmers who do manage to grow according to "**perfect-control, zero-spraying**", must brand their produce, so they can charge a premium price, and consumers will know to identify it easily.

Easy to say, but how the hell do you do it?

So 25 years ago I set myself a roadmap,
which goes like that:

First, you chose the most problematic pest, that causes the highest damage, and is responsible for much of the chemical sprays/chemical-residues.

This one was easy; as a fruit grower, I knew that fruit flies match perfect that description, as their control often requires tens of repeated sprays, all through the end of the harvest.



Second, you develop an eco-friendly solution that is much better than sprays.

This one was not easy! Knowing the existing alternatives (25 years ago) it meant that there is a need to **invent** something new!

Not a new product, but a new concept supported by a novel technology that does not exist yet.

I started to develop my concept and technology in 1994, which later continued under Biofeed company.

Today, June 2019, I can say for the first time that I have completed *Stage One* and *Stage Two* of my roadmap.

After over 15 years of intensive activity in Israel, Biofeed has now completed 2 years of fieldwork in Asia, and 2 years in Africa, presenting a unique ability to control fruit flies and achieve better than expected results – those without the need for ANY sprays.



Fruit fly management without sprays.

This makes Biofeed the only company in the world that has the *Tools of Knowhow* and *Technology*, to effectively fight fruit flies **without sprays**, while reducing infestation well below 1%.

That means that Biofeed can enable Farmers and Nations to;

(a) **Decrease fruit damage** - to a level of Export-Quality.

(b) **Increase production** - of eco-friendly and insecticide-free produce. And as a result,

(c) **Safely export fresh produce** - with no fear of chemical residues nor from fruit fly infestation. And Export means much more money/income for each and every fruit.

It took 25 years of faith and hard work until finally, *Stages One* and *Stage Two* are in place and I can finally move on to **Stage Three** of my roadmap.



Branding.

Third, you take the high-quality, insecticide-free, produce. You **brand it** and **serve it to the consumer at a premium price**.

This one is the most existing; as you finally get to see the smiling faces of the farmers that can finally reach *Export-Quality* and *Export Markets*, and as a result also higher value and revenue for their produce.

At the same time I also get to see the satisfaction of Consumers who can finally buy, year around eco-friendly, insecticide-free, produce.

This is perfect, for it connects the needs of hundreds of millions of consumers who

wish, and ready, to pay for a premium price for premium produce, with the willingness and desire of millions of farmers who are desperate to sell produce to export markets.

The only thing that was missing for the past 100 years to make it happen was – a *perfect-control zero-spraying* fruit fly solution. Finally, we have it now!

I believe that having most of the produce coming from the less developed countries, situated in of Africa and Asia, will not only help to strengthen the lure of that eco-friendly brand but especially that it will bring real push forward to the development of those countries.

And today we even have a name for that brand.

We call it “**Green Valley**”, and today we work to bring it to fruit growers wherever they are.

So you see, even if you know me for years, now you see that I am focused on something you did not know, and probably did not even imagine.

Happily, now I share it with you so you can take part in making 'my dream' to 'our dream', and most importantly making it come true and making our world a better place to live.

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. You want to know more about **Green Valley**? Do you want to take part in building it?

Great. Send me an email saying how you see you fit in, and I or Dotan will get back to you soon. Offer; share it with friends who may find it interesting.

P.P.S. My slogan is "*Do Good Business By Doing Good*". So let's do lots of GOOD!

P.P.P.S. The webinar date is coming close - July 7th. Don't wait for the last moment, sign in now as only 3 places are left >> ***How to turn a fruit fly into your cash cow*** << .

In the webinar, I will discuss

- How we are going to turn Africa from a *Food Importer to a Food Exporter*?
- How you can benefit from Biofeed's dramatic technological breakthrough?
- How you can invest in an advance agro-project that will help Africa, and not by charity?

and more...

Register now for a life-changing event (for you and millions of farmers) >> [***How to turn a fruit fly into your cash cow***](#) <<

P.P.P.P.S. This week! ***GHrow-IL Agribusiness Innovation & Technology Summit***, June 3-5. For more information see the link <http://www.ghrowil.org/>.

It is highly recommended to participate in the summit, and of course to schedule a meeting to see how we can collaborate (or just exchange ideas).

One last chance to register to >> [***How to turn a fruit fly into your cash cow***](#) << and make a historical change in your life, in agriculture, in crop protection, in Africa and the lives of millions.

*"Green, effective, healthy and suited for **all farmers**, this is my crop protection"*

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](#).

Sent to Charmaine.Hirshowitz@israeltrade.gov.il by nisraely@biofeed.co.il
Sender: Dr. Nimrod Israely
Sender's address: Kfar Truman
[Unsubscribe](#) | [Edit your details](#) | [Report abuse](#)

Rav Messer, email marketing and landing pages