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## Do you want 3 meetings with 3 ministers in 3 weeks?



(This post was originally written to my Israeli clients)

Meeting with ministers?

And then you ask yourself -

*Is it really necessary!?*

*Is it good?*

*What's in it for me?*

Why meet with three (3) Ministers  
in 3 weeks?

And you may say:

*"Thank you, no."*

That's maybe what you would say to  
yourself. And you're probably right.

Allow me to tell you that I have  
met with several Ministers in the past,  
and I had not seen their real contribution  
later on.

**BUT,**

what if ... the Minister

is the one who asks to meet you?

Would you still say - *not interesting!*?

Not sure.

Begins to be interesting.

Tell me more ...

And if I say that the Minister ask you, personally –

*"how can I help you so we can start to work together? Here's my card.  
Please write to me in detail!"*

**Now it is turning hot!**

And if I told you all that it is  
not a '*theoretical exercise*'.

Everything above is **real!**  
It truly took place in **reality** ...

So here's the full story - Just for you.

And here's why you (my Israeli friends)  
are lately hearing less from me.

(and even this email I write to you on  
Friday night, after 13 hours of flight,  
with no sleep. Just can't).

So - three weeks ago I went on an African Journey.

Three weeks in Africa, 3 weeks packed with activities,  
including; data collection from field trials, many  
appointments and even one national  
'Israel-Ghana' conference.

What a wonderful journey that was!

## **First Minister -**

I land in Togo.

For the second year. After a successful 'first year', this year we run a National Fruit Fly Control Pilot.

I meet my hosts from the University of Kara, The University of Lomé, from the Plant Protection Services, and from the Ministry of Agriculture.

We are all excited - a summary collection of data of our second-year, national pilot, activity.

I'm most anxious, even somewhat afraid.

Why?

Because last year we showed an infestation decreased by roughly 90%!!

Going down from 50% of fruit fly infestation to the range of 5-10 percent.

Now, these are not neat, well treated and in order plots.

Not at all.

We're talking about small plots, isolated, not pruned (10-20 meters height of trees), not trained, surrounded by wild host trees, untreated neighboring plots (with 50 to 100 percent of fruit fly infestations).

**DEATH.**

There is no worse environment for pest control.  
So I am here when from a business perspective,  
I have mostly much to **lose**.

After all, what can be better than last year  
improvement?? Right?

And I'm asking myself "*will I be able to repeat  
the success of last year??*"

And the question remains with a big  
question mark (?).

And there is another matter - a meeting is  
scheduled with the President of Togo.

As I asked, it will take place in a mango plantation,  
and many invitees. We must have success or else  
there is no point in the meeting.

Thank god - The field results in Togo  
are **-Hot!**

Once again we managed to reduce the  
infestation (from the last year) by 90%.

Now the level of fruit fly infestation, in the same  
plots, and dozens more, drops to the unbelievable  
range of zero to 1%!!!.

I do not believe it.

In only two years we achieved a drop from 50% to 1%!!!

That is, super low infestation!

Due to the importance of the result (towards meeting

with the President), I go to the orchards and check by myself.

When I arrive at the orchards I find farmers smiling, happy, and I find out that the incredible results sent to me - is fully true.

Farmers have increased their income by 200%, and even 400% since we started the project A year ago.

And... fruit fly infestation is so low that Finally, we can start talking about Export.

Yes, they have **Export quality** fruits.

And my hosts?  
They see a historical opportunity to promote local agriculture.

So, before I leave Togo they set up an urgent meeting with the Minister of Agriculture.

The Minister arrives at my hotel. We meet.

### **A “delusional” meeting!**

(in a positive way : -) )

I meet with the Minister and the representative from the University of Kara at the hotel.

It soon becomes clear to me that the Minister has been briefed and updated on all the details of my proposed action plan.

Not only that.

When I bring up the details he says  
*"and I also want to..."*

and he adds some more items.

I'm shocked (I am not used to meeting politicians who come prepared).

And the Minister concludes by saying...  
*"Prepare a plan and send me urgently".*

Then he hands me the details of the CEO of his office.

I'm left open-mouthed.

He is indeed a wise, diligent and sharp Minister  
(by the way, holding an MA in Agriculture)!

Great!

With the Minister of Agriculture of Togo.

**What did we talk about?**

1. The great results of fruit fly control achieved in Togo while using *FreeDome*.
2. Discussed different ways we can make a strategic impact on Togo's agriculture industry while using the advantages of *FreeDome*.

But mainly we discussed the **Green Valley** project and the customization of the model while applying it in Togo.

### What is **Green Valley**?

**Green Valley** is a project developed and operated by Biofeed with a clear objective of supporting farmers and nations to increase their fresh produce export.

**Green Valley** aims to support the entire value chain;

**Green Valley** will start by focusing on one crop, that is Mango, and 1 to 2 countries (to be selected).

**Green Valley** – boots in the ground, main targets:

1. Increase of **quality** production to **Export Quality**.
2. Increase of **yield** to an economic level (20 tons per hectare, versus about 0.5 ton today)
3. Marketing the Export Quality produce to the best markets in the world, for a premium price.

The clear target of **Green Valley** project is to support agrarian countries:

- (a) switch from being mainly Importers of food to **mainly Exporters of food**.

(b) increase farmers' income by **300%**!  
(as we already experienced).

## **Second Minister -**

A week passes, I'm still in Africa,  
moved on to another country.

This time, the Minister contacted me  
directly. He asks if we can meet at my  
office, in Kfar Truman, Israel.

That is, a Minister who is on an official visit  
to Israel, and from thousands of companies spread  
before him ... he asks to meet the CEO of Biofeed!

And not just a 'nice to meet you' visit,  
he asks to talk about - fruit fly control.

I'm shocked and thrilled (again).

This time we are talking about the Minister for  
Primary Industries and Regional Development  
at Government of South-Australia.

Three lines information note:  
Australia has a particularly difficult problem with  
two fruit flies, one of them has no solution to this  
day (despite a huge investment)!

That's new. I did not have that yet.

But what do I do if I am in Africa?  
How will I meet him?



And Dotan, the business manager – is in China (at a conference to which I was invited).

Good to have Doron, our chairman of the board, and Tamar, our wonderful head of R&D.

They meet the Minister.

The meeting takes place in Tel-Aviv and conclude with wonderful results.

Everyone comes out pleased and smiling.



Australian Minister (center) with our wonderful staff.

The picture is from an official publication by the Minister.

### **What did we talk about?**

Mainly how Biofeed can support Australia in its fight against fruit flies, and especially the

notorious *Bactrocera tryoni*.

That meeting demonstrates how huge is the trust Biofeed R&D receives from those who suffer from the most problematic fruit flies in the world.

### **Third Minister -**

It is my third week of the wonderful journey to the continent - Africa.

I'm in Ghana.

It is the harvest time of mango, and it is the rainy season.

This year, particularly, there is a lot of rain, too few fruits, while fruit fly population is crazy high; sometimes even 1,000 flies a day!

This is **CRAZY**, and there is real **FEAR**.

Under such starting conditions, is there any chance to succeed?

Plantations are adjacent to each other. Surroundings orchards to the ones we treat are often untreated.

Every time I visit those orchards, I see the fruit fly infestation at the neighboring orchards rising, raging.

With an anxious heart, I personally go from one farm to another. One by one.

It is the harvest time and I must get, by myself, the full picture and information, no matter how painful it is.

I check each fruit carefully!

In my mind, I picture many punctures in each fruit.  
Because, how can it be otherwise?

In addition to data-collection, I interview the farmers  
about the results. No one knows better than them how  
it was in the past years and what it is like this year.

again,  
again,  
again,  
... and again

The same results.

**No infestation.**

More precisely - up to 1%.  
In most plots – 0%, yes **zero!!**.

It is all - **Export quality.**

**THEY LOVE IT**, and

**I LOVE IT.**

Thanks to my hosts in Ghana, who organize  
the *Ghana-Israel agricultural event*, and the  
great guys from *Tony Blair Institute for Global Change*  
the information about the results reaches  
the ears of the Minister of Agriculture.



At the public meeting with the Minister of Agriculture and the Ambassador of Israel to Ghana, on the right.

The Minister is excited.

**Thrilled.**

That same day I meet with him again, and ... again.

Three meetings in a single day!

The Minister, a mango grower by himself,  
Says to me in simple words;

*"too good to be true"*

I nod and say *"true"*

Luckily all the data and trials are recorded with members of the Ministry of Agriculture and the University of Ghana who accompanied everything.

At this stage, everything is already clear - it is not about *"signs of oil"*.

This is the biggest oil reservoir.

As a matter of fact, this is **not oil** at all.

It is quality "*renewable energy*", clean, sound and safe. The product of the future for Ghana, for people and the economy.

**Biofeed hit the main artery!**

The clean, quality, energy is bursting out all over. It is exciting and wonderful.

### What did we talk about?

The fruit fly control results achieved in Ghana using **FreeDome**, and how we can best use it for the benefit of Ghana through a **Green Valley** project.

*For a greener world,  
with better crop protection,  
free of sprays.*

See you soon,

Nimrod



## Better produce... Better future... Biofeed...

**P.S.** One challenge – increase food production and export from Africa, two synergic solutions:

\* **FreeDome** is our way to solve the fruit fly problems of farmers and nations.

\* **Green Valley** is our way to bring high-value to farmers and nations.

**P.P.S.** You can too enjoy *Green Valley* -

1. By becoming a provider of inputs/know-how to increase produce yield and quality.
2. By having your farmers and country joining and enjoying the benefits of *FreeDome* and *Green Valley*.

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

Registration to the webinar "*How to turn a fruit fly into your cash cow*" is closed now. Please do not register anymore.

Wait, I promise there will be a 'next time'.

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

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