

## WHAT IS THE MOST SIGNIFICANT, AND SUSTAINABLE, ACTION FOR AGRICULTURAL EXPORTS?



*"There is a brand, and then there is the rest."*

In my articles, I address general phenomena. Mention of a country/continent is for illustration purposes only.

## BRANDING

When you buy a new car you and you want to explain to someone what you just did, you say, "I bought a \_\_\_\_\_ (fill up the name of the brand like Toyota/BMW/Honda/Ford/Mercedes, etc.,) car."

You will never say, "I bought a car." Never. You will always add the brand of the car.



A brand, not only of cars but also of smartphones, wines, hotels, celebrities, etc., makes us feel that it represents who and what we are. The more we identify with the brand, the more we will mention it.

Now think about what happens when you buy a mango or any other fruit for that matter. If you ever mention it to anybody, it will be flat and simple, "*I bought a mango.*" That's it, no brand name added.

But there is an exception to the rule: when you buy a fruit that belongs to a branded **category**, e.g., organic, variety, and sometimes even a country.

In such a case, you may say, "*I bought an **organic** mango*" or, "*I bought a tasty **Alphonso** (variety) mango*" or, "*I bought an excellent **Israeli** mango.*"

People who eat organic food will buy only Organic mangoes, just as Alphonso lovers are waiting a whole year to purchase mangoes of this specific variety. Some are awaiting the tasty Israeli mangoes.

This is the power of a brand, you know what you want, and you are willing to pay a premium to get it.

The same with fruits, consumers of the above categories (e.g., organic, variety, state) are ready to pay a premium price for those fruits.

The premium price is the sign of a brand and the best quality (value for your money) you expect to get, knowing you will not be disappointed.



If you are a farmer, here is a little exercise for you, and please be 100% honest with yourself.

Ask yourself, "*Do people wait to buy my fruits? How much do I get more compared to other farmers who market produce of similar quality?*"

Try to remember, when was the last time you heard consumers **asking and waiting** for produce coming from a specific farm or packing house? I bet you never heard such a conversation!

Why should consumers say something like this if they know nothing about you?

Your produce is not branded, and the consumers have no reason to trust you more or less than any other farmer or packinghouse sending “similar” produce to the markets.

## MY FARM'S LABELED FRUITS

I know it first hand from the times when I was a fruit grower myself. I grew high-quality fruits, which were then packed and labeled with our farm (Kibbutz) special label (at least we thought it was special).

I was very proud of my fruits, mostly when many traders came to ask specifically for them. The traders knew they would have no problems selling those fruits for a fair price.

I have heard the traders asking for my fruits, but I never heard the **end-users, the consumer**, asking and insisting on buying **ONLY** my produce.

To be honest with me, most of the consumers were indifferent to the source of the produce and barely noticed the label.

Those indifferent consumers were ready to buy my labeled produce as long as it was about the same price as the produce coming from other farmers.

It hurts me to say that I labeled my produce for so many years, spending time and money on it. All this, while in practice, my fruits were traded as a "regular **commodity**," getting the same price as others. Not a cent more.

Yes, my fruits were **LABELED but NOT BRANDED**. They were practically a commodity.

As a result, I received about the same price per kg as the other farmers selling the same quality.

If HIGH PREMIUM signals of a STRONG BRAND, my fruits received *No* or *Little* premium.

## **A POSITIVE EXAMPLE**

A branded product makes you respond emotionally towards it and trust it.

We, humans, are ready to pay a premium price for something that evokes positive emotions and trust, deep inside us. This is a general rule which is valid for all industries and domains, including the agro-industry.

For example, in Israel, *Tali Grapes*; a group of farmers who have banded together to market their grapes under a common brand.

They decided that their brand will represent uncompromising quality and did what was required to meet that commitment.

Year after year, they have invested in developing a strong **local Israeli brand** for the grapes they grow. The brand has grown, and so has the volume of marketed grapes and the number of growers.

*Tali Grapes* apply the four pillars of branding - ***Promise, Perceived, Availability, and Consistency***.

*"Your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors'."*

The Israeli consumers love *Tali Grape's* promise, perceive them in a very good way, and can find them almost anywhere and anytime, knowing the quality is always the best (consistently high).

As a result, their grapes consistently get a premium price of tens of percent above others, and their market share in Israel is over 30%.

Thanks to continuous efforts, every Israeli is familiar with *Tali Grapes*, and hence they became a prestigious and highly profitable Israeli grape brand.

Note that to be available *everywhere* and *anytime*, *Tali Grapes* had to increase its supply, or else it couldn't become a brand. Remember, quantity is a significant and primary demand on the way to branding.

*Tali Grapes* were able to become a grape brand in Israel because of their many qualities and deeds. But also because they managed to capture 30% of the local Israeli market.

With fresh produce, it is essential to capture a big chunk of your target market to have a chance to become a brand.

Do you think *Tali Grapes* could become a global brand had they exported the same quantity to Europe or the USA?

How many fruit export companies are you familiar with, and you know that captured tens of percent of an export market, or even from a segment of it?

## **WHEN?**

It is not a secret; my aim is to increase farmers' income and profit by tens of percent, maybe even hundreds!

**To do so, we defined and developed a conceptual solution package named *Green Valley*.**

One of *Green Valley's* goals is to increase farmers' income and profit by improving their produce Quality, Quantity, and... Branding it. The combined effect will be powerful.



Branding will enable *Green Valley* and its farmers to **continuously** get a premium price and improve profitability.

*Green Valley* intends to annually export hundreds of thousands of tons from several countries in Africa and elsewhere to get the required volume and a year-round supply to premium markets.

The significant volume and the year-round supply combined with the other branding pillars will give *Green Valley* a chance to become a brand in its target markets.

But when is the best time to start *Green Valley* branding activities?

It takes time and money (a lot of money) to build a reliable brand. Hence, the sooner we start, the better it will turn for all participants.

But that is not all, with no intention of offending; it seems that currently, there is no strong mango brand, and there is a vast dissatisfaction of consumers from current mangoes' quality.

This dissatisfaction is reflected in a recent survey we conducted (already presented in a previous article) -

- 1) 71% said they are **unsatisfied** with the Taste and the general quality of mangoes in the EU and the USA.
- 2) Although unhappy with the Taste, 65% said that **TASTE** is their primary selection criterion for buying mangoes, and
- 3) 67% said that they would prefer consuming mangoes **free of insecticide sprays** over organic or conventional mangoes.

A few years into the future, we can see in the premium markets growing demand for mangoes, of about 1 million tons from now until 2030.

Today Africa's share of mango exports to Europe is about 10% of the total market, nearly 700,000 tons. By 2030, mango imports to Europe alone will cross the one million tons threshold.

Do you think it is unreasonable for mango exports from Africa to Europe to account for 50% of total European imports?

*Green Valley* wishes to grasp and leverage this historical opportunity and use it to fill the gap with high-quality *Green Valley* mangoes sourced from emerging economies, mainly from Africa and Asia.

## IS IT POSSIBLE TO CHANGE THE WORLD THROUGH BRANDING?

All my professional life, I thought that to make a significant change and positively change many people's lives, you need suitable proportional magnitude tools that will work together in harmony.

For too many years, humanity missed and neglected the development of suitable *tools* to deal with the emerging markets' unchallenged agriculture problems.

Without proper *tools*, the farmers have little chance of escaping the situation forced on them from birth. Hence, leaving billions of people in poverty, most of which are African and Asian farmers.

It took me time to fully grasp the whole situation and frame it correctly within a context. After that, we designed and developed a concept and model. Finally, we lay out a clear path to a solution, including implementation and action-plan, to execute and implement the concept and model.

In short, the solution is to provide farmers in emerging economies a **FULL PACKAGE** of tools that will enable them to reach fast far greater goals than ever imagined.

That **FULL PACKAGE** of *Green Valley* contains everything required to take any group of farmers from anywhere in the world and turn them into a team of Elite Exporters.

*Green Valley* Tool-Box Package contains - methods, procedures, protocols, models, technologies, **brands**, services, experts, etc.

Still, even with such a powerful Package, the change will not be easy or come overnight.

So we decided to start by focusing on mango growers who are the best in their countries and have the best potential to increase or initiate export to premium markets.

*Green Valley* views those farmers as the spearhead of an elite group that will inspire and serve as a role model for the rest of the country's farmers.

The following are the professional, business, and operational guidelines that lead *Green Valley* in its vision, approach, and activities.

**BUSINESS AIM** - *Green Valley* brand and market mangoes for premium markets to increase its farmers' income and create a preference of consumers to buying mangoes, which represent its values.

**LEVERAGE** - *Green Valley* uses its advanced state-of-the-art technologies, models, protocols, methods, and in-depth know-how that it has developed or using under licensing from Biofeed.

As for now, **only *Green Valley* can effectively control any species of fruit fly (Tephritid) that is infesting mangoes.** This is significant business-competitive leverage.

Hence, *Green Valley* can grow and get Export Quality Mangoes from many more places than ever before in human history!

**MISSION** – Our body and the environment are not a garbage can, to which we can continue throwing chemicals, poison it, and think nothing matters. Hence, *Green Valley's* mission is to ensure the growing of produce in a safe, eco-friendly environment to enable consumers to enjoy better and healthier food and life while continually improving farmers' livelihood.

**STRATEGY** - *Green Valley* based its branding strategy on the four pillars of branding; *Promise, Perceived, Availability, and Consistency.*

**UNIQUENESS** - *Green Valley* promises mango lovers, wherever they are, to have assured access to TASTIER and HEALTHIER mangoes grown while using the least or no insecticide sprays. Our ambitious target is to help farmers reduce insecticide sprays by 90% in the first year of activity.

**DIFFERENTIATION** - *Green Valley introduces* a new fruit category, which is focused on increasing the health of consumers and the environment alike by eliminating the need for sprays (starting with fruit fly sprays, then insecticides, and then others), regardless if those sprays are Organic or Conventional.



**AVAILABILITY** - *Green Valley* will source fruits from many countries worldwide to enable its consumers' year-round access to tasty, top quality, spray-free mangoes sourced from emerging economies, and mainly Africa.

**PLENTY** - *Green Valley's* ability to increase the quantity and improve the quality of exported mangoes will enable it to supply mangoes to many more selling points than it is today. Hence, increasing the familiarity and popularity of mango at premium markets.

Note, a mandatory element for branding is to have enough quantity to enable continuous availability. To this end, *Green Valley* aims to export by 2030 around 300 thousand tons of mango.

**PRICING** - *Green Valley* wishes to position its produce lower than Organic and higher than Conventional, hence setting the price accordingly.

**SOCIAL** - *Green Valley* emphasizes its attitude of growing and sourcing fruits from emerging economies. *Green Valley* will take an active part in advancing and enhancing the agro-industry in those countries to enable farmers' better life through improved professional success.

**FINANCING** - *Green Valley* will reinvest much of its profits back into the source markets. This to support farmers' rapid improvement and to add more farmers to its elite exporting group.

**BRANDING** - *Green Valley* will brand its produce to differentiate it and let its consumers make a smart choice, considering the Taste, the Source of the mangoes, and the Values it represents.

## OPEN INVITATION

Regardless of branding, *Green Valley* is unique in its business, professional, scientific, environmental, and social approach.

Thus, it will bring many changes, and with it many opportunities to those who will seize the moment.

Africa, Asia, and Latin America offer so much for those who will respect their people and nature.

*Green Valley* will do that and will bring sustainability and abundance to where it will act.

I wish to share this abundance with as many people as possible, which will create an even greater abundance.

That is why I invite you to become part of the *Green Valley* implementation scheme.

Please see this as an open invitation to join me and *the Green Valley* team and farmers in our journey of changing the world.

This is not an employee search ad but an offer to collaborate with us based on mutual benefit and business interests.

It would be a great honor for me to engage with you, especially if you consider yourself or belong to one of the following groups –

- ✓ You are a Mango grower for export or have the potential to be an exporter (minimum field size of 30 hectares).
- ✓ You are running a Mango packinghouse.
- ✓ You are acting as a Mango exporter.
- ✓ You are acting as a Mango importer.
- ✓ You are part of the Mango distribution and marketing chain (supermarkets, etc.) or can improve the mango export value chain.
- ✓ You are involved in providing services that can help increase the mango's quantity and quality and improve the mango export value chain.
- ✓ You can provide products that can help increase the quantity and quality of mangoes.
- ✓ You think the state of agriculture in Africa and Asia requires immediate change.
- ✓ You think that “*more of the same*” of the “old” solutions are not the answer to emerging economies' new/old problems.
- ✓ You believe it is achievable to have a thriving agro-industry in Africa and Asia.
- ✓ You believe that Africa can and should become the “*Food Barn of The World.*”
- ✓ You think the future generation of Africa and Asia must help global economic growth rather than burden it.
- ✓ You are an investor who wants to do good business per se.
- ✓ You are a philanthropist who wishes to improve farmers' lives.
- ✓ You want to leave your mark in the hearts of millions.
- ✓ You want to help African and Asian farmers do better.
- ✓ You want to do something, even a little something, to correct centuries of injustice.
- ✓ You want to succeed where everybody failed and do the “impossible.”
- ✓ You want to feel excited about doing the right thing.
- ✓ You want to take part in something greater than yourself.

And... there are a million other reasons!

I hope you will write to me and let me know what makes you smile and feel fulfilled.

*Green Valley* believes that the best way to change is not through philanthropy or charity but by creating a thriving economy and business environment capable of competing shoulder-to-shoulder with the most developed markets in the world.

In this spirit, we judge ourselves, our successes, and also our partners.

It would be great and beneficial for me if, in your response, you can provide the right context of how you see our cooperation and how it can promote *Green Valley* targets and goals, in light of its vision and mission as presented above.

Please share your thoughts with me in a return email, and pass this article to those who you think should know about it.

My contact details: [nisraely@biofeed.co.il](mailto:nisraely@biofeed.co.il) or text +972-5423425 (WhatsApp).

Let's talk and see how we can make one plus one much more than two and create a win-win agri-business state.

**If you find this article interesting, share it with someone who should see it and benefit from it!**

Join and receive future articles directly to your inbox - [press here](#).

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

See you soon,  
Nimrod



A handwritten signature in blue ink, appearing to read 'Nimrod', written over the bottom right corner of the portrait photo.

**P.S.**

Recently I started a new video series where I share the story of how I got to be active in Africa (as well as other places). A new chapter is posted almost every day, so make sure to *Subscribe* to get early alerts. Here is a link in case you find it interesting [[>><<](#)].

**P.P.S.**

Note, I plan a trip to Africa, visiting Senegal and Ghana in the next few weeks. The date is not yet final, so keep following.

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

COVID-19 changes people's eating habits and raises awareness of health, chemical usage, and quarantine pests. *Green Valley* Package is here to support your effort to overcome those challenges and take advantage of the new and promising open opportunities for those who seize the moment and wish to utilize the situation to improve their future [[>><<](#)].

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

*Green Valley* Package is adaptive and enabling customization and further content development [[>><<](#)].

The key elements of *Green Valley* are:

- 1) **FreeDome** – the **core technology** for fruit fly control, which enables export quality. It is used as part of the FFCTZ (see below).
- 2) **Fruit Fly Certified Trade Zone (FFCTZ)** is a protocol and action model to enable regulators, exporters, importers, and farmers to confirm with premium markets export requirements.
- 3) **Green Valley National Export Project** – this **protocol** is based on an Israeli model. It is designed for governments interested in adapting their country's agriculture to the 21st Century.
- 4) **Green Valley Fruits** – designated fruit certification label of **quality assurance**.

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

Who is qualified to use the FFCTZ?

It can be a proper local partner with a particular focus on mangoes, e.g., fruit growers' organizations, fruit traders, exporters/importers, governments, businesspersons, food chains, etc.

**IMPORTANT NOTE!**

Our investment in each project is enormous. Thus, we must carefully select the most likely projects to bring about the desired results for all involved.

***Change Begins With A Decision  
That The Existing Reality Is A Choice  
And Not A Decree Of Fate***