



Innovation Is Salvation [For Emerging Economies Too]

"Hooray to the "crazy ones" who do not follow the crowd, for they change our world."

This week I have had a business meeting where my business colleague presented me as a business person *"who brings the farmers' point of view into the discussion."*

I'm proud to be a business person, humanist, environmentalist, innovator, and scientist who remembers every day **WHY** we do what we do.

In every meeting and every discussion, I remember my obligations to farmers' wellbeing, consumers' health, and all this while protecting the environment.

DIFFERENT IS GOOD

This reminds me that 17 years ago (2004), I wanted to take part in an entrepreneurship course planned, run, and financed by the Israeli low-tech unique innovator, industrialist, and billionaire Mr. [Stef Wertheimer](#).

I remember standing in front of the course committee, sharing my background and history. I felt insecure, for I had no business background. But then, when I finished

telling about myself, Stef turned to the committee members and me and said, "He did not study business; he has a chance to succeed!"

With the same spirit, but from a different perspective, Prof. Clayton Christensen provided the academic explanation for Stef's insight. [Prof. Christensen](#) says;

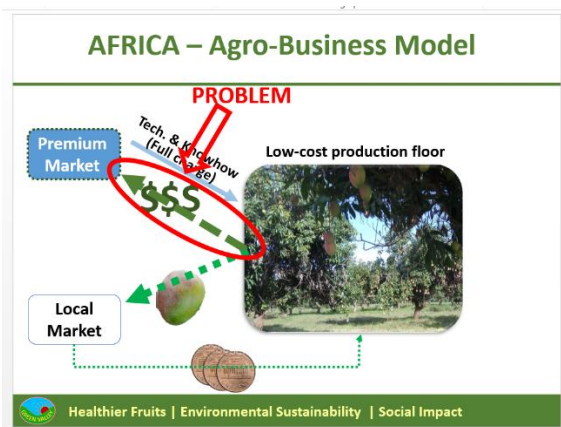
"The development of the spreadsheet has been a pox for mankind... it allows analysts to effortlessly build financial models of any company... and that allows them, the analysts, to take their models to executives, and teach executives of how to run the companies... The job of a general manager is to assemble and ship numbers... questions about where is growth going to come from? Who are our competitors, and what are they doing? Actually, rarely come up in management meetings... and innovation therefore is actually very hard to do." (Additionally, [highly recommended to watch](#)).

From what I can see in 100's of my meetings around the globe, too many "executives" have tried and failed to help the emerging economies pull out of their misery and poverty.

Maybe it is time to take a different approach, to think and act differently?

I was proud to find myself as the one talking about Agriculture in Africa at the Trade With Africa Business Summit 2021" that took place two weeks ago (May 31st – June 4th).

I used the opportunity to present a different approach to the one currently used and accepted by many. Following is the link to the presentation and lecture I delivered there - ["From Agriculture To Agro-industry."](#)



(From the presentation)

Do you agree with the *Green Valley* assumptions, approach, and model as defined and presented?

I invite you to throw stones and dots at me and tell me **why the *Green Valley* model is wrong and will never work OR what you suggest to improve to get even better results!**

And you can also share your take and insights.

Thinking is important, but actions change the world. What action will you take today to change your (and others) tomorrows?

EXTENDED INVITATION

IF, for some strange reason, and even though you see countless problems, troubles, difficulties, shortcomings, and risks, you want to take part in making history and changing the world while doing good business, do not hesitate and contact me today.

Once again, here is the link - ["From Agriculture To Agro-industry."](#)

Smallholders don't have to be poor. Many Israeli farmers are "smallholders." Yet, they are part of the Israeli middle class and live a life of dignity.



Aerial picture of an Israeli farmer community (Moshav).

TAKEAWAY

- **IT IS NOT** a necessary condition or decree that farmers will live in poverty.
- **ECONOMIC** development of emerging economies opens up unprecedented business opportunities for ALL involved.
- **PREREQUISITES** for changing "*From Agriculture To Agro-industry*" are;
 - **Attitude** – toward prosperity (don't fight the darkness, bring light).

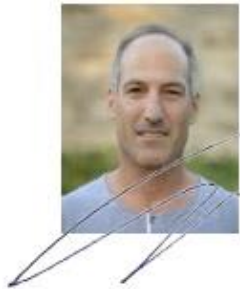
- **Technology, methodology, and know-how** – tailor-made for farmers in those countries.
- **Business model** – appropriate to the goals and tasks ahead.

Please, if you found value in this article, it would mean a lot to me if you send me a comment and share it with your friends.

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***** *Mental and Economic Freedom Are Interconnected.* *****

See you soon,
Nimrod



Text me: +972-54-2523425 (WhatsApp), or [e-mail nisraely@biofeed.co.il](mailto:nisraely@biofeed.co.il)

P.S.

In case you missed it, here is a link to last week's blog, [Why Are Billions of \\$ and Decades of Investments In Africa Not Bearing The “Desired Fruits” and The Simple Action That Can Change It? Part 3 \(The Solution\)](#)

P.P.S.

Please take a look at this recent video series, "[DEAR FARMER](#)." Along with describing my life journey and challenges, you will get a glance at the world of an entrepreneur, the global challenges, emerging economies' problems, the WHYs, and the possible solutions. Please subscribe and share with friends who may find it interesting and valuable.

P.P.P.S.

COVID-19 changes people's eating habits and raises awareness of several issues, including biosecurity, environment, fresh food, health, and chemical overuse.

[Green Valley Package](#) is made to support your efforts to overcome those challenges and take advantage of the latest and promising open opportunities for those who seize the moment and wish to utilize the situation to improve their future.

P.P.P.S.

[Green Valley Package](#) is adaptive, enabling customization and, when needed, 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 365 (FFCTZ-365)** is a protocol and action model to enable regulators, exporters, importers, and farmers to conform with premium markets export requirements.
- 3) **Green Valley National Export Project (Green Valley)** is based on an Israeli fresh produce export model. It is designed for governments interested in adapting their country's agriculture to the 21st Century requirements and demands.
- 4) **Green Valley Fruits Branding** – designated fruit certification label of **quality assurance**.

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