

Green Valley National Export Project

Exporting the Taste of Produce



Healthier Fruits | Environmental Sustainability | Social Impact

Importer's Can Not Get Enough Quality Mangoes

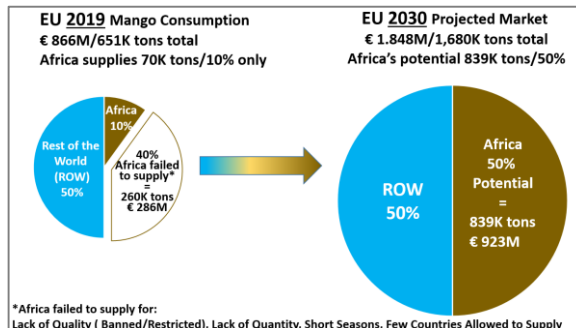
Often mango supply lacks both quality and quantity. The supply falls short of the growing demand in EU, sending importers' to source Mangoes from distant supply markets.

The Situation Today

Farmers produce huge volumes of Mangoes, including export varieties featuring excellent taste. But when the Mangoes are ripened, they are infested by fruit flies, hence banned from export. To avoid infestation farmers harvest pre-maturely, resulting with the supply of poor quality fruits. Under such circumstance the mango is available during limited seasons, from few selected sources, and lacks the variety's taste. The limited exported volume, still arrive with noticeable infestation and interceptions.

Green Valley Mango and Agro-industry Game Changer

Green Valley address the root problem of fresh mangoes' export; high fruit fly infestation (50% to 80%). This, by applying the revolutionary FFCTZ protocol, which includes the *FreeDome*® breaking through solution. The result is 99% reduced fruit fly infestation, which enables trading and export without fear of export ban. The FFCTZ protocol enables to uplifts export constraints, unlocking the tasteful quality of mangoes, and rapidly increase export.



Pictures: **Left** - Dr. Nimrod Israely helping local mango producers in Senegal to extend their export season and avoid crop loss. **Middle** - the clear difference between a conventional Mango, on the right; green, pre-mature, sprayed, often infested, and hence lacks quality and taste and sold for lower price. In contrast, the *Green Valley* mango on the left: optimal color, size, smell, and maturity, not sprayed, and hence healthier, high quality and superb taste. **Right** – the potential market share for African and Asian mangoes in the EU market by 2030.

GREEN VALLEY ACHIEVABLE GOALS:

- **Breakthrough** – reducing fruit fly infestation from 50%-80% to <1% without sprays.
- **Historical mark** - transferring the fruit industry from Agriculture to Agro-industry.
- **Pride** - positioning as a leading country, with an advanced agro-industry.
- **Bio-security** - avoiding export-ban on fresh produce export.
- **Export-based economy** - rapidly increasing mango export.
- **Livelihood** - increasing farmers' income from 500 € to 25,000 € per hectare (Israeli farmer 50,000 €).
- **Science** - creating business-oriented *Center Of Excellence* (for farmers, students, researchers, etc.)
- **Prosperity** - focusing the agro-industry on high added value crops that can generate high income per hectare.
- **Food security** - turning from a net-food-importer to a net-food-exporter.
- **Opportunity** - taking advantage of the global demand for fresh healthy produce.
- **Jobs** - creating tens of thousands of profitable jobs for young people in the agro-sector and related industries.
- **State Value** - branding the country as the producer of high-quality fresh produce.