

Green Valley National Export Project

Reviving Agri Exports



Healthier Fruits | Environmental Sustainability | Social Impact

THE STORY OF A FARMER WHO DREAMED OF A HEALTHIER WORLD

Dr. Nimrod Israely, once a successful fruit grower on an Israeli Kibbutz, had the vision of growing and marketing his produce as eco-fruits [➤](#). His goal was to increase the value he can offer to health-conscious and environmentally-aware consumers, which he targeted with **Green Valley**, the Health-Style fruit company he envisioned. To achieve his goal, he first had to reduce sprays.

REDUCING SPRAYING WITH A NOVEL GAME-CHANGING TECHNOLOGY

Like many fruit growers, over 90% of the sprays Dr. Nimrod applied during the fruiting seasons were poisonous and often ineffective sprays to control fruit flies. When he couldn't find any effective alternative for those sprays, he decided to develop such by himself. Following a life-changing near-death experience [➤](#), he left the orchards and started a career as a scientist, and in 2004 he founded **Biofeed**, with the goal to develop effective alternatives to sprays. Dr. Nimrod developed the GCFR, a novel game-changing technology and led **Biofeed** to become a power-house for spray-free solutions for the most devastating fruit pests in the world.

A 'BLUE OCEAN' IN FRESH FRUIT EXPORTS FROM ASIA AND AFRICA

Seeking to make an impact and help as many farmers and consumers as possible, **Biofeed** developed a novel solution for Asia's and Africa's farmers, to help them win their failed war on fruit flies. These quarantine pests restrict Asia and Africa to export merely 1% of the Mango production, and inflict damages in billions of dollars, resulting from 50%-80% crop losses of high value fruits. Thanks to **Biofeed**, mango and other high-value fruits crop losses, dropped from 50%-80% to less than 1%. This tremendous achievement enables African and Asian farmers to increase Mango export to premium markets rapidly. Being the sole enabler, **Green Valley** sees it as its 'Blue Ocean' market.

Pictures: Top – Dr. Nimrod Israely on his Kibbutz farm. Center – celebrating the first ever successful fruit fly control project in Africa, while chairing *Togo National Fruit Fly Committee*. Bottom – presenting to PMs Modi and Netanyahu the first ever spray-free solution developed for fruit fly control in India.



Green Valley opens a 1B € Mango Export Markets [➤](#). Using Biofeed's game-changing fruit fly non-spray solution, **Green Valley** uplifts the fresh fruits export bans and volume restrictions, imposed by bio-security quarantine regulators, due to the ineffective fruit fly control methods used so far. **Green Valley** offers farmers undisturbed access to vast markets which is so far denied, including to the EU. This unleashes the export potential to premium markets where conscious consumers are ready to pay more for high quality mangoes. To mango lovers around the world **Green Valley** provides fruits representing their values, such as Health, Social Impact, and Environmental Sustainability [➤](#).