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Timing Is Everything - Is It The Right Time For Investing In Agriculture?

(The article is discussing Global Problems while using Africa as a Case Study)

*** **NEW!** ***

At the end of this post, find an announcement of a video series -

The Agricultural Gap

A STRATEGIC QUESTION: Is it time for international investors, companies as well as African/Asian leaders to move away from "survival mode of action" (keeping away from starvation and riots) to a far more active business-oriented approach in the agri-industry sector?

A TACTIC QUESTION: When is the best time to take the big, bold step to promote agriculture?

Rising Market - every business owner, and that includes governments, knows that the best time to enter and invest in a certain promising field is when it is just at the beginning stage, opening but already not at its infancy – especially when one can predict and consider the promising future of the investment results.

On the one hand, there is still a certain level of uncertainty at this point, and on the other hand, the prospect and the upside are the greatest.



Declining Market - the worst, hard, and most dangerous is to enter into a mature, saturated field with many competitors who are focused on price, (that is going down) rather than on the product or service advantages or quality.

On the one hand, the field is open and known, but on the other hand, the prospect is not the best.

Now, how do you know if the specific market is Rising or Declining?

That knowledge is critical for investors, business owners and leaders of countries who have many potential channels of investment and have to choose the most promising and important. They have to get a clear understanding before investing in agriculture in general or into a specific field in agriculture.

Fruit (and food) crops are a critical and very important segment of agriculture (and economy) in developing countries.

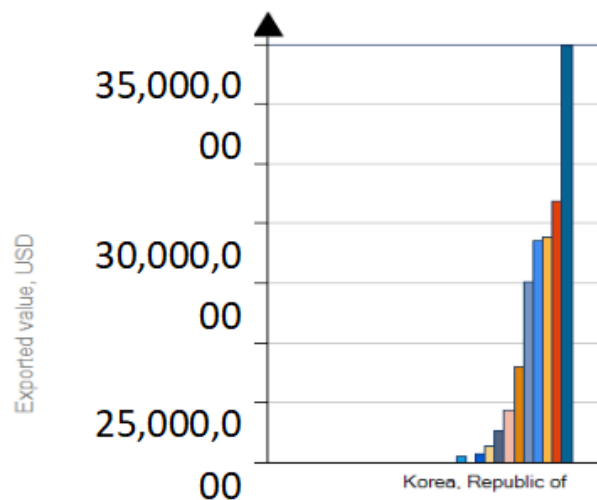
Some of the reasons for the agri-industry importance in such countries may include the following facts;

- (a) Over 50% of the workforce is employed direct or indirect in agriculture.
- (b) A big portion of the GDP comes from agriculture.
- (c) The country's economic growth potential is directly linked to the ability to harness the agricultural sector in favor of economic growth (increase export, and lower import) and as an engine for future continuous growth (as opposed to being a heavy burden on the economy).

Now, let's consider and check if it is going to be wise to invest in developing and promoting agriculture export-oriented high-value fruit crops, such as mangoes and avocados.

Let's look at the following analysis:

* **Market demand**—high-quality product demand on the international market is in constant rise.



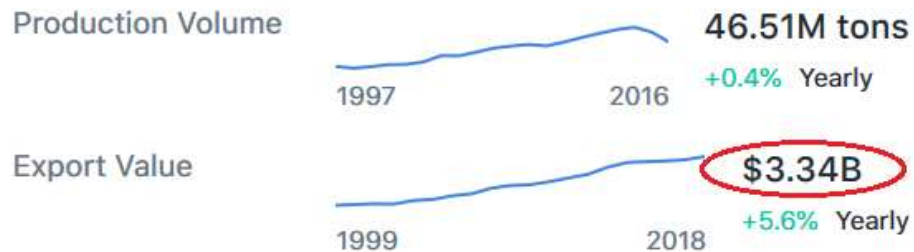
Market potential is big. Mango export from Thailand to Korea 2001-2018 ([source](#))

* **Prices** - stable and rising.

* **Quality** – high quality is critical to get premium prices (much of current supply is of low quality).

* **Supply** – the demand exceeds by far the supply (local and especially for high export-quality). By increasing supply to the local market, the country can reduce the import of those products.

* **Future market demand potential** - the world's population is growing and with it the middle class, which is the target population for such high quality – high price products.



International Mango export trends. Export Value continuously going up. Note, that Production is growing annually by only 0.4%, while Value grows by 5.6% ([source](#))

* **Supporting global trends** - consumption of natural, healthy (zero chemical residues) food is on increasing demand.

* **Economy** - by enabling export, bringing foreign currency to those countries (and lowering import as well).

* **Technology** - there are available technology and knowledge to intensify these crops, hence to increase yields by 2 to 20 times versus the current situation in the less developed countries.

* **Immediate advantage** - Effective pest control enables growing of much higher yield at export-quality standards.



Peru – Mango market Value and Quantity indicators. Value increase from 100M USD to 400M USD in just 10 years. ([source](#))

* **Why now (1)?** - availability of a recent novel development that allows the effective pest control of fruit flies without spraying and contact of any pesticide with the fruits or the environment.

Biofeed *FreeDome* solution gives such an advantage to growers who enter first. The faster you enter, the more good seasons of good high-value crops you will get.

* **Why now (2)?**- Both Mango and Avocado enjoy a positive World-Wide market trend of being considered as healthy and/or super-foods.

* **Immediate Benefit** - an instant increase of farmer's income by hundreds of percent and creating an influx of foreign currency into the country (while increasing supply in parallel lowering import).

* **Long-term strength** - Establishing strong export-oriented agriculture infrastructure, development, and marketing model for additional high-value premium markets' crops.

* **Return on Investment (RoI)** – promising stable and long-term revenue from the high price, export quality products assures the high RoI.

The Market Is Ready, But Are You Ready?

All signs (and analysis) demonstrate that investing in export-oriented high-value crops is the right thing to do NOW!

Now is the time to act, and act (invest) before you lose the advantage of being among the first (who will gain the most).

I understand that for some countries initiating such a national export program is not an easy task. To that end, I have developed the *Green Valley Model* and the *Green Valley Agricultural Package*.

The *Green Valley National Export Project* is designed to facilitate the buildup of an entire value-chain for a National Export Project to uplift the agri-industry. For more details - [link](#).

How do you see it? Is it really the time to invest in agriculture, and in particular in export-oriented crops? Would you start a fruit fly control project with or without *Green Valley*? email - nisraely@biofeed.co.il, or text messages +972-542523425.

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

See you soon,
Nimrod



**Biofeed
Better produce...
Better income...
Better future...**

P.S.

The Agricultural Gap is a video series in which I discuss the historical roots for the agricultural gap between peoples, from the very beginning of agriculture, until today.

In addition, in the 26 chapters already released, I discuss the current agriculture status, challenges, targets, and specific goals.

It is my great pleasure to share with you on **YouTube** all available 26 chapters - <http://bit.ly/TheAgriculturalGap>. Make sure Subscribe to get notified on any future video release, and share it with your friends who would like to view it as well AND those who consider to change and INVEST in Agriculture.

In the additional chapters, I will deal more with practical activities that (based on my broad field experience) the nations should take to advance their agri-industry and significantly improve the basic economy of food products.

P.P.S.

I've spent a lot of time to collect most of the articles I published in the past 2 years, and create an online library easy to access for your convenience. The articles are presented as-is, without editing.

Now you have free access! <http://bit.ly/PostsDirectory-Link>

Feel free to share with friends who will benefit if they read it. I would love to hear your thoughts. You can also post articles in the library, just be nice and give credit, and also send a link to where you post it. Use those and enjoy them.

P.P.P.S.

This is the wake-up Call for distributors, businessmen, decision-makers, experts, Investors, and country leaders if you wish to introduce the fruit fly solution, *FreeDome*, and the *National Green Valley* project to your country in 2020 and get ALL the benefits of it.

In the next 3 weeks, we will “finalize” the current activity we initialized in 2 countries where we will start broad activity in 2020.

I am looking forward to meeting you and together to face great challenges in your country.

You are welcome to apply by contacting Mr. Dotan Peleg, Biofeed Head of Business (dotan@biofeed.co.il).

Don't dismiss this unique, “once in a lifetime” (once – because when you will do it once it will work for you forever), opportunity; make sure that your country is on such a very short list of winners.

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