



THE IMPOSSIBLE OF TODAY IS THE OBVIOUS OF TOMORROW

“If you can think it, and it doesn’t contradict the laws of physics, then it is possible.”

“This ‘telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.” – Western Union (a telegraph company) internal memo, 1876.

“The wireless music box has no imaginable commercial value. Who would pay for a message sent to no one in particular?” — Associates of David Sarnoff responding to the latter’s call for investment in the radio in 1921.

“There is no reason anyone would want a computer in their home.” — Ken Olson, president, chairman, and founder of Digital Equipment Corp.

These quotes are of people that didn't see where the world was heading. They missed the future – some even brought their companies to collapse. They are now on the “being wrong” side of history.

You already know me; I'm always thinking of the future, looking at The Big Picture, with a vision, often decades ahead.

In 1994, after work time in my orchards, I began working on a technological solution that would enable growing produce free of pesticide sprays. Later, as complimentary, I invested 15 years in the academy to gain the theoretical aspects needed for CHANGING our approach to pest control.

Like the fine gentlemen quoted above, and many other experts and investors, you can confidently say, “*Who would seriously consider agriculture without pesticide sprays?*” or “*Who would pay for it?*” or “*There is no reason anyone would want it,*” or “*This could be maybe good for some Organic farmers*” or “*What we use is working fine for us – who needs CHANGE?*”

Trust me; I have heard this and other such comments many times!

Just as well, you could dismiss the entire concept of Zero-Sprays, and categorize it under the title of “*The most stupid, ridiculous, frightening and impossible ideas I have heard.*”

Talking of **impossible**, Jeff Bezos once said, “*If I had a nickel for every time a potential investor told me this wouldn't work...*”

I am telling you that because I hope it would serve you in realizing that more often than not, when you try to be “responsible and down to earth,” you are doing the wrong things for yourself and your company.

Think of those people; Edison – the Power Bulb, Think of Kennedy - Landing on the Moon, Mandela – Defeating Apartheid, Jobs – the iPhone, etc.

Strangely, the symbols of our generation to the concept of “Success” are those whose actions are rooted in a vision that for years seemed “Impossible” or that we could not even imagine before they introduced it to the world.

A couple of days ago, I had a business meeting. The guy I met said to me, “*You are crazy. Only crazy people would do what you do!*” I took it as a compliment, but unlike him, I also see the CHANGE and the business potential of my actions.

[“Here’s to the crazy ones...”](#)

I hope this will guide you in being on the right side of history, even on a small and local scale of CHANGE.

“The train of change” is not a slow one and never stops. If you don't jump on it, you will miss it. Another train will come, but who knows when and if it will catch up with the train before it.



IT'S GOOD TO BE DIFFERENT

I HATE DOING THINGS THE WAY EVERYBODY ELSE DOES.

Yes, it is easier to do things the way others do, but there is no excitement in doing it. It is boring and without a chance to create something uniquely yours, not to mention meaningful with a significant opportunity for **CHANGE**.

When I look around me, I know that everything I see, which is manmade, is the outcome of someone thinking/dreaming of it and then executing it. That includes the good **and the bad things** in our world.

This insight gave me the courage to aim for high goals and do things that many saw as "impossible" or non-realistic.

"IMPOSSIBLE" IS A STATE OF MIND

I try not to let people's opinions influence my inspirations. It is not that I don't listen to them and think about what they say; I do listen. However, I know that to achieve accomplishments and leave a legacy for the coming generations, a person needs to be **FREE AND TRUE TO HIMSELF**.

Hence, I made it a habit to ignore the question "What can I possibly do about (something)...?", which implies that there are many things I can't do.

Instead, I focus on the result I would like to see and then ask myself, "How do I get there? How do I bring that CHANGE?"



MY ROADMAP TO A BETTER WORLD

In the table below are the goals I set for myself years ago. Those are based on my dreams and inspirations for the legacy I aim to leave for the coming generations.

Some of those "impossible goals" have already been achieved, while some are in process. Many people still tag most, if not all, of the following goals as **Impossible**. There is not much I can do for such people.

Since you read this article, there is no reason you will be on the wrong side of history. Every day is a good day to change, be on the "right side of history" by taking advantage of what you read here.

Table: The "Impossible Goals."

THE GOAL	REGARDED AS	THE SOLUTION	STATUS	REMARKS
CROP PROTECTION BASED ON LURES	IMPOSSIBLE	GCFR TECHNOLOGY	DONE & IN USE	FOR A VARIETY OF FLYING INSECTS
FRUIT FLY MANAGEMENT WITHOUT SPRAYS	IMPOSSIBLE	FREEDOME SOLUTION	DONE & IN USE	5 TO 50 TIMES BETTER THAN SPRAYS
ALL WEATHER, ONECE PER SEASON SOLUTION	IMPOSSIBLE	FREEDOME SOLUTION	DONE & IN USE	
FOR GLOBAL MOST NOTORIOUS FRUIT FLIES	IMPOSSIBLE	FREEDOME SOLUTION	DONE & IN USE	WORKING SOLUTIONS FOR THE TOP FRUIT FLIES OF AFRICA, ASIA, EUROPE
AFFORDABLE & AVAILABLE FOR SMALLHOLDERS	IMPOSSIBLE	GREEN VALLEY PROJECTS	DONE & IN USE	IN AFRICA
CONSISTENT RESULTS	IMPOSSIBLE	FFCTZ PROTOCOL	DONE & IN USE	>20 YEARS EXPERIENCE, MOSTLY IN ISRAEL
ZERO SPRAY PRODUCE TO PREMIUM MARKETS	IMPOSSIBLE	FFCTZ PROTOCOL	EARLY STAGES	CONSUMERS ARE YEARNING FOR ZERO-SPRAY PRODUCE
INCREASING SMALLHOLDERS' INCOME BY 100s PERCENT	IMPOSSIBLE	GREEN VALLEY BUSINESS MODEL	AFTER 4 YEARS POC	FROM 2017 THE MINIMUM INCREASE MEASURED IN AFRICA AND ASIA WAS 50%
A BRAND REFLECTING GREEN VALLEY AND SDG'S VALUES	IMPOSSIBLE	GREEN VALLEY BRAND	POC	
TURNING AFRICA INTO A NET EXPORTER OF FOOD	IMPOSSIBLE	GREEN VALLEY BUSINESS MODEL	POC	BEGINNING OF EXPORT IN 2022

Along the way, many people said about each of my visions that "*It is impossible,*" or "*It is not realistic,*" or "*You can't do that.*"

I see this differently. I think you should be crazy to think it is okay to spray your food with poisons, treat the environment with no respect, and let poverty prosper.

Such acts are now widely agreed as unacceptable, unsustainable, and against the public interest. But that is not all; people are ready to pay more to support something aligned with their values and will not pay a dime for something standing against their values.

The world is changing, and discussing; what is better *Conventional* or *Organic* agriculture, is no more relevant. Today, and more so in the future, people say that they want fresh, healthy produce that **wasn't sprayed in the first place.**

Sprays, Organic or Conventional, are phasing out and will continue because this is what people want.

Tell me, if you have the alternatives of buying, for the same price, Conventional or Organic sprayed produce versus ZERO-SPRAY produce, what would you buy?

If you, like most people, prefer ZERO-SPRAYS, then you know the future of crop protection and marketing of fresh produce.

People care about their health, the environment, social issues and are more than happy to pay a **premium** for something aligned with their **values**.

And one more thing, do you think people would be ready to buy one brand over the other, and even pay more, if they knew that the produce of one brand is **Zero Sprays**, coming from **African smallholders**. How would their buying preferences be affected if they knew that by buying the produce of a particular brand, they help pull millions of farmers and their families out of **poverty**?

By now, I have a feeling you know the answer.

Today, like always, consumers are buying “stories. The 21st Century stories are not those of the 20th Century stories. With Social platforms, those "Stories" are spreading fast.

Today's stories are no more about "*we are using minimal sprays*" or "*our fruits have no chemical residues*."

Today's stories are about – ZERO sprays, ZERO health hazards, ZERO bio-security threats, ZERO pollution, FULL transparency, COMPLETE social responsibility, ELIMINATING poverty and hunger, etc.

“*The best way to predict the future is by creating it.*” Be a dreamer, lead the inevitable CHANGE, and be on the right side of history.

BLUE OCEANS

“Blue ocean strategy is the simultaneous pursuit of differentiation and low cost to open up a new market space and create new demand. It is about creating and capturing uncontested market space, thereby making the competition irrelevant. It is based on the view that market boundaries and industry structure are not a given and can be reconstructed by the actions and beliefs of industry players.” (Source)

The *Blue Ocean Strategy* is perfect for those, like me, who love to CHANGE, see the business opportunity changing the world, and are looking for differentiation!

If you don't like the way things are today, and you like to leave your children a better world, then the *Blue Ocean Strategy* is perfect for you too.

After all, you know that if you do what everybody does, i.e., *the Red Ocean Strategy*, nothing will change, things will continue as is, and the best you can expect is “more of the same,” but never “better.”

Red Ocean Strategy	VS	Blue Ocean Strategy
Compete in existing market space		Create uncontested market space.
Beat the competition.		Make the competition irrelevant .
Exploit existing demand.		Create and capture new demand.
Make the value-cost trade-off.		Break the value-cost- trade-off.
Align the whole system of a firm’s activities with its strategic choice of differentiation or low cost.		Align the whole system of a firm’s activities in pursuit of differentiation and low cost.

Blue Ocean Strategy requires frog-leap innovation, preferably in more than one field.

Green Valley's innovation approach, developed by Biofeed, is creating abundance by locating and exploiting *Blue Oceans* for the benefit of all stakeholders.

Green Valley’s vision and mission

“To improve farmers’ livelihood by increasing quality production, free of bio and chemical hazards, grown in a safe, eco-friendly environment, to enable the consumers to enjoy better and healthier food and life.”

Do you feel that your business and life goals are aligned with *Green Valley’s* goals, vision, and mission, as expressed in the “Impossible Goals” table and the statement below?

Then I invite you to be at the forefront of leading the socio-economy revolution of the agro-sector in Africa and other emerging markets.

Send me an email (nisraely@biofeed.co.il) if you like to join as an investor or a value chain partner of *Green Valley* to the 2022 campaign.



TAKEAWAYS

- **SOMEONE DID** everything you see around you. Now it is your time to leave your mark.
- **LEAVE A LEGACY, BY:** (a) Imagine how you would like to see the future. (b) Believe you can take part in bringing that future CHANGE. (c) Act to execute the plan.
- **THE GREEN VALLEY** business model is based on implementing the Blue Ocean Strategy. It is powered by innovative technologies, protocols, know-how, experience, understanding farmers and consumers alike, and bonded by a novel business model; tailor-made for emerging markets specifically to Africa.

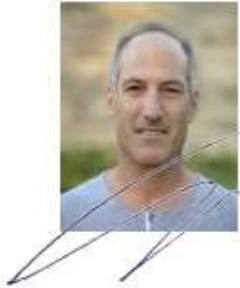


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***** *Mental and Economic Freedom Are Interconnected.* *****

See you soon,
Nimrod



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P.S.

If you missed it, here is a link to last week's blog, "[How Fighting Poverty Is Related To Investors' ROI?](#)"

Links to earlier articles are on the blog of [VALUE CHAIN LINKS](#).

P.P.S.

Based on your interest, follow the following links to learn more about the Kibbutz system, emphasizing; [Education](#) or [Values and Business](#).

P.P.P.S.

Please take a look at the video series, "[The Agricultural Gap](#)." With short videos, mostly 2 to 4 minutes long, I explain the historical roots of the agricultural gap between Africa and Western countries.

I see this video series as "uncompleted," as I am waiting to gain more confidence before completing the chapters with The Solution, as I perceive it.

If you like it, don't forget to *share* it with those who need to see it and *Subscribe*.

P.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 \(1\)](#) 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.P.S.

[Green Valley Package \(2\)](#) 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 confirm 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*