



## WHY SHOULD YOU NOT VISIT ISRAEL?

*“Good luck and prosperity results of smart, hard work.”*

Don't get me wrong, Israel is a magical place that I highly recommend visiting. However, when you visit Israel, make sure you do it for the right reasons and set expectations.

This column is dedicated to the many people who carry the same wish – To visit Israel, the super-power of agriculture, to learn, practice, and bring home the know-how, technologies, and protocols.

They believe that after a short/long period of learning or training, they can bring the gospel back home and change the agro-sector in their country forever.

The wish of such visitors is valid. I sympathize with their desire and have empathy for their dream. Who wouldn't like to catapult his country's agriculture and sky shoot it from zero to 100 in three seconds?

The bad news – none of those visitors ever fulfilled their dream. It can't be done "in three seconds."

The good news – it can be done (in a bit more than three seconds) if you choose a different approach, which I wish to describe below.

# SUCCESSFUL AGRICULTURE

The truth to be said, the less professional you are, the more you believe you can succeed and do everything by yourself.

Professionals, like Bruce Milligan from the USA, understand their limitations, and due to that simple fact, for their continuous success, they ask the help of others. They do nothing without support.



Agriculture has always been a challenging task. Seemingly, one can do it by himself, but that is not true for 21<sup>st</sup>-century agriculture.

If it takes a village to raise a child, then having a thriving agro-industry with prosperous farmers takes a national ecosystem.

The ecosystem is made out of many parts, containing endless elements of technologies, know-how, protocols, and other tools, which, when combined, is called – ***The Agricultural Package*** (*The Package*).

### **The Agricultural Package**

The way to increase \$/hectare and \$/Kg

**Regulations** (Agricultural, growing, export, marketing...), Varieties, Soil, Water, Fertilizer, **Management**, Labor, Trade Agreements, Knowledge and Experts' Import, Land Regulation, Demonstration Farms, **Universities**, Center of Excellence (COE), **Pest Control**, Diseases, Pests, Herbage, **Laboratories**, Plots, Varieties, Dedicated **R&D** (per crop/region), Growing, PR, Harvest/Picking, Cold chain, Refrigeration Lab, Refrigeration, **Export**, Export Lab, Sorting, Packaging, Field training, Investment Encouragement, **Reliability**, Legislation, **Investment** Encouragement, Professional Certifications, Process Control, **Quality Control**, Monitoring, Inputs, **Financing**, Logistics, Vocational Training, **Standards**, Community Relations, Extension services, Foreign Currency Regulation, International and local Agreements, **Know-how**, Training, Sales, Machinery, **Marketing**, Agricultural Organizations, **Branding**, Customer service, Nurseries, **Traceability**, Database, etc.

A farmer can never be more successful than the sum parts of The Package he is using; the more advantage is The Package, the more successful are the farmers.

And one other thing, like a chain, The Package is as strong as its **weakest** part/ element.

Here is a secret – successful farmers use a very advanced Package! Less progressive farmers are using incomplete parts of a Package or outdated parts.

Using an outdated Agriculture Package is like driving a car with wooden wheels and a broken transmission. You can imagine that even if that car has a Formula 1 engine, it doesn't stand a chance against any average car model.

Do you see what I mean?

For a successful agro-industry, you need a winning Package.

Parts of A Package wouldn't do much, other than making you frustrated and blaming the farmers of your country for being unqualified, while the blame is in The Package.

Furthermore, be aware that it is better to have an average (complete) Package than excellent parts of an incomplete Package.

The secret to a successful agro-industry is an advanced and complete Agricultural Package.

Today's Agricultural Package begins long before planting - in the labs and nurseries, and ends up on the shelves of the supermarkets.

Furthermore, the most advanced Packages start by understanding and analyzing market trends and demands. The entire design of advanced Packages is market-driven.

## WHY NOT VISIT ISRAEL?

I am writing you these words from the Dead Sea's shore. Israel is a beautiful place to travel, see, and enjoy visiting as a tourist.

But, when you arrive in Israel with the state of mind to copy-paste the Israeli farmers' way of doing things, then you are doomed to fail.

Why?

We already understand that a successful agro-industry results from an advanced and **complete** Package.

*Ask yourself, "Can I learn and bring the Entire Package? If not, what part of The Package do I bring back home after visiting Israel? Will, that part be sufficient to make the change I dream and hope for?"*

You see, even a delegation of experts visiting Israel (of which I have met a few) can, at best, bring only a tiny portion of The Package. Getting the ENTIRE Israeli Package is impossible and undesired, as we will soon see.

Now you start understanding why it is so challenging to build the agro-industry in emerging economies, hence, changing the lives of smallholders.

The problem is not digging another water well or having a tractor or a dripping system. All those are useless and always fail when introduced separately, out of the overall context of The Package.

Emerging economies need a drastic change, which they can achieve only by planning their next steps according to the blueprint of a redesigned tailor-made advance Agricultural Package.

## UPGRADE, IMPROVE OR REBUILD A PACKAGE

All farmers in the world need to improve their agro-industry continuously, but **emerging economies** face a much greater task – **to rebuild the whole Package OR to create one from scratch.**

For emerging economies, the starting point requires stepping up *From Agriculture to Agro-industry*.

The change in terminology may sound trivial, but in practice, it represents a considerable change.

The goal of agriculture is to produce food to eat and not starve to death, while the agro industry's goal is a business one, where farmers produce food to improve their lives based on supply and demand principles.

For emerging markets, the way to step up *From Agriculture to Agro-industry* is by reconstructing or rebuilding the entire existing Package.

This requires a holistic system approach, which will look at “the big picture” and its entire scope.

## THE UNIQUENESS OF PACKAGES

Every country and every crop requires a somewhat different Package.

Why?

Because countries and even regions within countries differ in so many characteristics (e.g., crops, soil, climate, people, market, geography, financials, relative advantages/disadvantages, etc.) that each require the design of a somewhat different tailor-made Package.

You see, when you come to Israel with the purpose to copy-paste, you can only "paste" it to a **replica**, in all dimensions, of Israel. We can agree that such doesn't exist, including your country.

So what is the alternative to promote and implement *The Agricultural Package* in an emerging economy?

The alternative is to invite Israeli experts (and others) **to you, your country, and its farms** and continuously work together, based on a well-designed and defined Package.

Once you have the blueprint of A Package, specifically designed to answer your needs, the technical experts will help you implement it.

A well-planned Package will analyze and consider **your unique state and situation, adding to it** your mission and vision, required timeline, and based on realistically available resources.

Remember, the more strategic your plan and vision are, the more systemic and a long-term program vision is required.

## **DON'T LOOK FOR MAGIC**

Some countless experts and companies will be glad to provide you with excellent technical advice and technological solutions to any technical problem you pose before them.

But emerging economies do not need technical advice or local solution to a specific problem. They wouldn't solve their problems with a few extra dripping systems or fertilizers.

**A technical upgrade will not help solve the Root Problem, which is the lack of a proper Agricultural Package with a compatible Business Model to generate it.**

Emerging economies who wish to see a dramatic change in a short time need to start by designing a tailor-made Agricultural Package.

Emerging economies need a complete solution to their Root Problem and not a bandage.

For decades emerging economies have been trying to solve the lack of a proper Package and Business Model by supplying Ad Hoc surgical support, mainly to keep the farmers quiet.

However, when you use a technical solution to solve a systemic problem, you see that there is no significant improvement in the business results over time. Hence, farmers remain in poverty.

Until today the primary way to measure the success of an agricultural program is to see if farmers are pleased or upset. Unfortunately, that didn't prove a reliable tool for pulling farmers out of poverty.

Then how should we measure the success of particular Agricultural Packages or any support programs?

# THE SOLUTION & MEASURING SUCCESS

There is one agreed way to measure the success of any industry and business, and that is by measuring the income and profit of a business.

In agriculture, we do it by examining farmers' income per hectare.



We can learn how successful or unsuccessful we are by comparing the income/profit per hectare during a specific period and, in parallel, comparing ourselves to the leading global farmers in the sector.

When I asked African and Asian mango growers about their income 10 and 20 years ago versus now, they all told me that they enjoyed a **much** higher income in the past.

Their income decreased over the years, although receiving support in various ways, including subsidized chemicals, technologies, and advisors.

This further emphasizes that providing parts of A Package is not the solution and will take farmers and nations nowhere good.

Lack of technologies/finance/know-how is not the problem standing between farmers in emerging economies and their prosperity.

Instead, they miss **the holistic approach**, which will use technologies/finance/know-how and other tools in a coordinated manner, taking care of the **entire value chain and its elements**, as presented in the above illustration.

Based on the above insights and my broad experience, my team and I designed and built the *Green Valley National Export Program (Green Valley)*.

**The *Green Valley* program is a tailor-made Agricultural Package (based on the Israeli Package), combining a novel Business Model as an integral part.**

The *Green Valley* program brings a holistic approach, looking at the full range of the spectrum and the entire value chain - from the field to the supermarket shelf.

The *Green Valley* program builds the ecosystem, the foundations, and the basis for a prosperous agro-industry in emerging economies.

The essence of the program is to support a rapid transition of entire agricultural sectors in emerging economies, from agriculture to agro-industry.

By doing so, the *Green Valley* Package helps increase the prosperity of millions of smallholders in emerging economies while reducing the income gaps between farmers of the world.

How does *Green Valley* measure its success?

By comparing farmers' income per hectare, with (1) their past income, and (2) the income of other farmers, ones globally best in the field.

To achieve the above, the *Green Valley National Export Program* takes a systemic, strategic approach, looking at the national level, and acting on a customer-tailored plan basis.

**There are countless suppliers for agro-technical improvements, but one address for planning, designing, and implementing a tailor-made of The Agricultural Package.**

## TAKEAWAYS

- **ADVANCING** the agro-industry in emerging economies requires developing and implementing a complete Agricultural Package.
- **THE AGRICULTURAL PACKAGE** includes experts' visits and technologies tailor-made to specific needs, requirements and subject to the national vision.
- **SUCCESS MEASURE** is economical, comparing the income per hectare to that of the most advanced farmers in the world.



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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, "[Can Unicorns Grow In The Vast Pastures of Africa?](#)"

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.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, enabling export quality. It is used as part of the FFCTZ-365 (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***