Dream 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-conscience and environmentally-aware consumers, which he targeted with ***Dream 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, *Dream 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.

Dream Valley opens a multi B € Mango Export Markets ➢. It uses Biofeed's novel technology and protocol to uplift the biosecurity restrictions and export ban imposed due to current ineffective solutions. Hence, Dream Valley offers farmers undisturbed access to vast markets, so far denied, including 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 worldwide, Dream Valley provides fruits representing their values, such as Health, Social Impact, zero-spray attitude, and Environmental Sustainability ➢.

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Exporting the Taste of Produce

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Importer's Can Not Get Enough Quality Mangoes

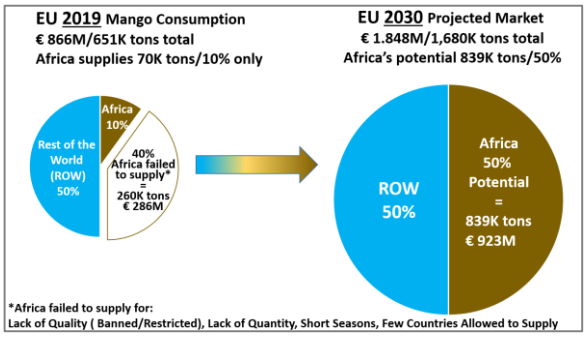
Often mango supply lacks both quality and quantity. The supply falls short of the growing demand in EU, sending importers' to source Mangoes from distant supply markets.

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.

Dream Valley Mango and Agro-industry Game Changer

Dream Valley addresses 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 technology. The result is a 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; , pre-mature, sprayed, often infested, and hence lacks quality and taste and sold for lower price. In contrast, the *Dream 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.

DREAM 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.