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How Will We Get Farmers to Work Together?

“Don’t waste time convincing farmers; let them decide through experience.”

Think back to the most valuable lessons you’ve learned. Did they come from listening to theories, or did they emerge through hands-on practice and personal experience? As we explore the path from theory to real-world change, let’s begin with a transformative historical moment—a single event that reshaped an entire nation.

Lessons from Mount Sinai

In the Book of Exodus, chapter 20, the Israelites—recently freed slaves—underwent a profound transformation at Mount Sinai. In one extraordinary moment, they evolved from a fragmented

group into a united people. But how does such a transformation happen so quickly? How do individuals who once cared little for each other suddenly unite as a nation bound by shared history, mutual care, and a common purpose?

Does Moses deliver a speech on the practical or ethical benefits of unity? No.

Does God provide a rational case for Togetherness or cooperation? Again, no.

The transformation occurs not through intellectual reasoning but through the power of emotional experience. God reminds the Israelites of their shared journey out of slavery—a deeply unifying event. He reinforces this with awe-inspiring sights and sounds: thunder, lightning, a smoking mountain, and His commanding voice. These overwhelming sensory experiences evoke emotions—fear, reverence, and awe—that compel the Israelites to embrace their new identity and mission.

Consider these verses from Exodus, chapter 20:

* *“I am the LORD your God, who brought you out of Egypt, where you were slaves.”* With this statement, God establishes His authority and reminds the Israelites of their collective journey, reinforcing their shared identity.

* *“When the people heard the thunder and the trumpet blast and saw the lightning and the smoking mountain, they trembled with fear and stood a long way off.”* God reignites their sense of unity and awe through vivid displays of His power.

* *“You have seen how I, the LORD, have spoken to you from heaven.”* Before giving the Israelites laws, God underscores His visible and transformative actions.

Through these emotional and sensory experiences, the Israelites embrace their mission. Had they marched into the Promised Land as a disorganized group of individuals, they would have likely failed to overcome the nations inhabiting it. As a united people, however, they were capable of fulfilling their divine purpose. This highlights a profound truth: unity and shared purpose are essential for achieving extraordinary goals.

God understood that His promise to Abraham could only be fulfilled if the Israelites became a cohesive, disciplined group. He didn’t rely on abstract explanations or theoretical arguments. Instead, He created powerful experiences that stirred emotions and inspired lasting behavioral change.

If God recognized that His mission required His people to act as a unified, mission-driven group, can we truly expect to guide solonist, impoverished farmers to prosperity—their Promised Land—without first transforming them into a cohesive collective?

From Mount Sinai to the Kibbutz

Fast-forward 3,500 years. In the mid-19th century, after a 2,000-year exile, descendants of the Israelites returned to the Promised Land to rebuild their ancestral homeland. Early attempts

repeatedly failed as solonist farmers, working individually and without coordination, struggled to establish sustainable communities or achieve meaningful progress.

The breakthrough came in 1910, when a small group of pioneers, known as “the group of eight,” crossed the Jordan River and founded the first Kibbutz. By pooling resources, aligning efforts around a shared mission, and working collaboratively, they turned an abstract vision into a thriving reality. Their first harvest proved the viability and economic potential of their model, making their success undeniable.

This success convinced Arthur Ruppin, head of the settlement department of the Zionist Executive, to support the Kibbutz experiment despite his initial skepticism. What began as a trial quickly became a proven blueprint. The group of eight stepped aside, passing the torch to a new group that replicated the same cooperative methods with equally impressive results.

The Kibbutz model demonstrated through action—not words—that Togetherness was transformative. It combined the simplicity of rural living with the strategic organization of a business. New pioneers didn’t need speeches or theories to convince them. They joined the Kibbutzim because they saw the results firsthand and recognized it as a better alternative to anything they had previously encountered. By the end of 1947, as the British Mandate ended, 145 Kibbutzim were flourishing across the land.

The Kibbutz story is a testament to the power of Togetherness. Great achievements—whether reclaiming a homeland or transforming agriculture—happen when individuals unite under a shared mission and lead through action and example, not just words.

Connecting the Lessons to Today’s Challenges

This story provides a compelling guide for addressing today’s challenges, particularly in transforming solonist farmers (smallholders). Like the Israelites before Mount Sinai and the early Israeli pioneers before the Kibbutz, many smallholders work in isolation, resisting Togetherness and collaboration. This lack of unity and shared purpose keeps them trapped in cycles of inefficiency and poverty.

Victor NONO, an engaged reader, captured this dilemma poignantly in a recent email:

"Here's the kind of behavior I often encounter, both in urban and rural areas of Africa: individuals who are solely focused on personal and short-term gain; who even believe that their neighbor's success threatens their own."

Victor went on to suggest a practical approach:

"I believe the best approach is to start by demonstrating an increase in income. Once participants see tangible results and trust that we can enhance their livelihoods, we can then introduce the concept of Togetherness".

These observations resonate deeply with the challenges we face. Transforming solonist farmers into cohesive collaborators requires more than explanations—it demands visible, shared

successes that evoke emotions and inspires action. Farmers need to see, feel, and experience the benefits of Togetherness to overcome skepticism and resistance.

God's method at Mount Sinai and the Kibbutz pioneers' approach underscore a timeless principle: to achieve ambitious goals, people must feel the urgency and power of acting together. When applied to today's agricultural challenges, this means shifting the focus from merely explaining Togetherness to demonstrating its transformative impact through practical, real-world examples.

The reality is that people are unlikely to voluntarily commit to any form of Togetherness requiring investment and effort unless they've had prior experiences that evoke emotions and inspire action. These experiences must compel them to say: *"I've seen it with my own eyes, heard it from trusted friends, felt it in every part of my being, and now I'm convinced. I want to change and be part of this new program."*

While I elaborate extensively on these theories, their true value to human prosperity lies in their practical application—when we step into the fields to create shared experiences that transform behavior, foster unity, and build resilient ecosystems.

The Dream Valley Model: Turning Principles into Practice

Dream Valley embodies the same principles of unity and practical action demonstrated at Mount Sinai and in the Kibbutz. By providing mission-driven goals, demonstrating success, and minimizing risk, we create environments where farmers can experience the transformative power of Togetherness firsthand.

Our model focuses on quick wins, creating a ripple effect of trust and enthusiasm. Key elements include:

Mission-Driven Goals: Aligning farmers around objectives like meeting export market demands.

Demonstrating Success: Launching commercial pilot programs that showcase the tangible benefits of collaboration.

Minimizing Risk: Providing clear, transparent communication about risks and rewards.

In practice, this means structuring programs to achieve measurable results within 6–12 months. These early successes build momentum, turning hesitant participants into advocates and proving that Togetherness is not just a concept—it's a practical path to shared prosperity.

Changing Hearts to Transform Minds

Lasting change begins in the heart, not the mind. Farmers need to see, feel, and experience the rewards of Togetherness before embracing its principles. Once they witness rising incomes and improved livelihoods, skepticism gives way to belief.

This journey isn't just about transforming farmers—it's about inspiring all of us to act. If you're ready to make a difference, whether as an NGO, philanthropist, or business leader, join us. Together, we can create visible, sustainable success and turn theory into reality.

Dream Valley's model promotes mission-driven Togetherness, creating pathways to prosperity for farmers. Message me if you want to export fresh fruits to premium European supermarkets for the 2025 season. nimrod@dreamvalleyglobal.com or +972-54-2523425 WhatsApp.

Takeaway Messages

- » **Transformation begins with** experiences that inspire action and change behavior—not explanations.
- » **Mission-driven Togetherness** is the foundation of shared prosperity.
- » **Replace cycles of poverty** with ecosystems of collaboration.

If you got to here, read this column, and enjoyed it, please be nice to your friends, share it with them, or help them [Subscribe](#).

"Mental and Economic Freedom Are Interconnected."

See you soon,

Nimrod

A handwritten signature in dark ink, appearing to be 'Nimrod', written over the bottom right corner of the portrait photo.

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P.S.

If you missed it, here is a link to last week's blog, "[I Like to Work Alone: I Am a "Solonist", Not a "Smallholder"](#)".

P.P.S.

Here are ways we can work together to help your agro sector and rural communities step forward and shift from poverty into ongoing prosperity:

- * **Nova Kibbutz and consultancy** on rural communities' models.
- * **Local & National programs related to agro-produce export models** - [Dream Valley](#) global vertical value and supply chain business model and concept connects (a) input suppliers with farmers in developing economies and (b) those farmers with consumers in premium markets.
- * **Crop protection:** [Biofeed](#), an eco-friendly zero-spray control technology and protocol.

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*This article addresses general phenomena. The mention of a country/continent is used for illustration purposes only.