



A Manual for Prosperity

“Addressing root causes lets us move forward; treating symptoms traps us in stagnation”

When you first hear about the Prosperity Formula or the Togetherness-Prosperity Principle, you might wonder, *“Why should I care about formulas and principles? I just want to help my impoverished rural community thrive.”* If you’re seeking a straightforward path to prosperity—a kind of manual—this column is for you.

Before diving into this “manual,” let me share three short stories that show why we must “lift the hood” and examine the engine: the root causes that keep us from operating at full capacity and achieving lasting success.

Tracing the Root of the Problem

Fighting Tree Death

This story begins during my tenure as the plant protection officer at my Kibbutz orchards. I noticed that in certain sections, up to 50% of our trees were dying at the young age of 10–12 years—precisely when they should have been most productive. Confounded, I consulted a team of experts, but no one could pinpoint the root cause.

Realizing we needed to uncover the fundamental driver of this crisis, I organized two national conferences and conducted multiple research projects, focusing on plant protection, fertigation/irrigation, and drainage. By putting the issue in the spotlight, I discovered this wasn't just a local anomaly—it was a nationwide problem.

Eventually, we traced everything back to a single culprit: nematodes attacking the trees' roots, originating from infected seedlings sold by certain nurseries. Enforcing existing regulations to ensure nematode-free seedlings completely eradicated the tree death phenomenon in the new orchards. The solution was simple and cost-effective—and only possible because we identified the root cause.

The lesson? Addressing only the symptoms is costly and temporary while targeting the root cause provides an effective, scalable, and lasting solution.

Replacing Pesticide Sprays

Five years into the “Tree Death” project, I turned my attention to another major crop protection challenge: reducing the number of pesticide sprays. Since over 50% of the sprays were dedicated to managing fruit flies, I focused on ways to reduce those sprays in an environmentally friendly manner. Initially, the problem seemed to be the cost and frequent use of pesticide sprays. However, deeper reflection revealed broader issues—limited effectiveness, the sensitivity of the sprays to climate (short-lasting), unsatisfactory results, damaging environmental and health impacts, and repeated outbreaks.

I kept asking, “*Why do I spray? How can I stop spraying while maintaining low infestation rates?*” Many experts believed frequent spraying was the only way forward. Undeterred, I founded a company dedicated to helping farmers improve crop protection without sprays, proving that zero-spray isn't the opposite of effective control but rather a complementary approach. The company, Biofeed, pinpointed the root cause of inefficient fruit fly management.

By targeting that root cause, **Biofeed developed a once-per-season technological solution and the FFCTZ protocol that eliminated all fruit fly sprays and reduced infestation rates by 99%.** It not only outperformed previous methods and met stringent standards, but also delivered a far better return on investment for farmers—thanks to lower costs and increased marketable produce.

Once again, focusing on the root cause of the failed fruit fly management (technology and protocol), required special expertise in fruit flies biology, physiology, and ecology, and proved transformative and rewarding. By addressing the root cause, we turned a recurring headache into a long-term business opportunity for all farmers.

Technology Alone Doesn't Solve Poverty

Confident in Biofeed's success, I began working with smallholder farmers (i.e., solonists, those working solo) in developing countries. On paper, it seemed I had everything needed to bring impoverished farmers the prosperity they longed for: advanced technology, a proven track record, and impressive results—most farmers using Biofeed's novel FFCTZ protocol saw their incomes rise by 200% to 600% in just one year. Yet even these gains failed to break the cycle of poverty or create lasting prosperity in their rural communities.

When I asked experts, "*What will make these communities prosper?*" their responses ranged from "*It's a lost cause*" to "*We need more money, technology, and knowledge—and it will still take ages*". Unsatisfied with these responses, I set out to uncover the root causes behind persistent poverty—and, by extension, the core elements that enable prosperity. This endeavor required the same scientific process of probing fundamental drivers that have led humanity to major breakthroughs, from discovering the laws of nature and principles of flight to combating previously incurable diseases.

After years of research, we finally uncovered a formula and principle illuminating the root causes of poverty and prosperity. Much like the discovery of aerodynamics paved the way for modern aircraft, defining these fundamentals opens a path to a sustainable solution. Although transforming this understanding into a workable protocol takes time, history shows that truly lasting success can **only** be achieved by first addressing the root causes.

The Power of the Root Cause

Whenever we encounter a problem, our "automatic pilot" typically guides us toward one of the familiar tools in our toolbox—reflecting our past experience and knowledge. We assume the new challenge belongs to a "family" of problems we've already solved, so all it takes is a slight adjustment to our old solution. This leads us to rely on quick fixes, convinced we already "know" how to solve the problem.

Unfortunately, such an approach often targets only the symptoms rather than the root cause—much like giving a headache pill to someone with a terminal illness. Although it may provide short-term relief, it doesn't address the underlying disease, and the situation worsens.

Grand challenges—such as chronic poverty—require deeper answers, beginning with identifying the fundamental drivers.

This principle applies not only to solving tough problems but also to fulfilling ambitious dreams. Humanity's ancient desire to fly became a reality only after we fully understood the laws of aerodynamics. Once these principles were understood, each new generation could refine and build upon them, achieving even greater success. Consider aviation: although its guiding laws and principles have stayed the same for over a century, each generation innovates further, continually improving the solutions—which is why modern airplanes differ so greatly from the Wright Brothers' original aircraft.

From preventing nematode infestations to eliminating pesticide sprays to enabling human flight, pinpointing a problem's underlying cause consistently leads to stable, scalable outcomes. We can—and must—apply the same scientific approach to help "solonist" farmers lift themselves out of poverty and remain prosperous.

Ultimately, real change starts with a shift in perspective. Rather than declaring, *“I know how to fix it,”* we must acknowledge, *“I don’t yet know the root cause of the problem and its symptoms, but once I do, it will be easier to devise a lasting solution”*.

Success Is Never Guaranteed

Airplanes will continue to fly as long as we adhere to the laws of aerodynamics. But imagine if every knowledgeable aeronautical engineer were suddenly replaced by people who believed that mere prayer could keep a plane aloft—regardless of its design or construction. None of us would be surprised if those planes never left the ground. This scenario underscores the importance of preserving and applying the theories, principles, and formulas that underpin success.

Consider the Kibbutz model in Israel: it created unprecedented prosperity in the agro-sector, yet it was built more on intuition and past practice than on fully articulated theories or formulas. When circumstances changed and adaptation became necessary, the Kibbutz lacked a unifying theoretical framework—laws, principles, formulas, and protocols—to consult. Without a clear understanding of why their model had thrived, members struggled to pivot effectively, leading to a gradual decline.

Similarly, lacking insight into the root causes of poverty and prosperity leaves impoverished farmers trapped in hardship while once-prosperous Kibbutz communities now find themselves losing ground.

Only by formulating scientifically grounded principles—and passing them on—can we achieve lasting transformation.

The *Prosperity Formula* and the *Togetherness-Prosperity Principle* provide a blueprint for understanding what drives poverty and what fosters success. By applying them consistently, we can build and sustain prosperity on a stable, enduring foundation.

Seven Steps to Lasting Prosperity

I still remember the days of VCRs, loaded with countless buttons and functions—yet many of us struggled to use them properly. Those who fancied themselves tech-savvy (often young people) would proudly attempt to set the timer to record a favorite TV show, only to discover later that it hadn’t worked as intended. We’d joke, “After you’ve tried everything else, maybe it’s time to read the manual”.

A manual—sometimes called a guide or protocol—is essential for almost everything we do, whether it’s programming a VCR, protecting trees from nematodes, eliminating unnecessary pesticide sprays, building airplanes, servicing complex machines, or even solving grand challenges like poverty. Ironically, consulting a manual is often our last resort when it should be our first. Yet a manual by itself is just a roadmap to the status quo unless it emerges from a deliberate, systematic process.

Here are the seven steps humanity typically follows before overcoming a persistent problem or fulfilling a collective dream:

1. **Recognize Chronic Failure** – Pinpoint a long-standing, recurring issue.
2. **Reframe and Define the Problem** – Acknowledge that “more of the same” won’t work.
3. **Define the Desired Outcome** – Specify the goal and what success looks like.
4. **Investigate the Root Cause** – Delve deeply to identify the core cause.
5. **Identify the Right Solution** – Develop a strategy that addresses the root cause.
6. **Create a Protocol** – Document a manual or system to ensure consistent results.
7. **Implement and Monitor** – Apply the protocol with diligent quality control, refining it continuously.

To effectively tackle poverty—especially for solonist farmers—we need a clear path that leads to a robust, repeatable manual. Are we there yet? Not quite. Yet we’ve already made significant headway: after moving beyond steps 1 and 2, we defined the desired outcome (step 3), developed a theory, and pinpointed the root cause—expressed as a formula and principle (step 4). We’ve also explored potential past and present social community solutions such as the tribe, village (no change), the city, the Kibbutz, or variations thereof (step 5). Soon, we’ll propose one or more protocols (step 6) and begin implementation, transforming these insights into a practical, scalable solution.

Moving forward

I invite you to stay tuned as we move from identifying the deeper causes of poverty (steps 3 and 4) to crafting and implementing practical solutions (steps 5 and 6). As always, I welcome your thoughts, reflections, and ideas—they inspire me and offer the reality check I value. Whether you’re a farmer, educator, policymaker, or simply committed to ending rural poverty, remember this: addressing root causes is the only way to achieve results that genuinely endure.

Remember that, once we hold a field-tested manual for prosperity in our hands, it won’t merely transform farms—it will uplift entire communities, both in developing economies and beyond. That’s the promise offered by the Prosperity Formula and the Togetherness-Prosperity Principle when applied effectively. It’s our generation’s duty to make that promise a reality.

By uncovering and resolving the true drivers of poverty, we unlock the path to enduring prosperity. Once these insights are translated into a clear, reliable protocol, every solonist farmer—and, by extension, their entire community—can thrive. Now that you know what must be done, will you stand by and do nothing?

Takeaway Messages

- » **Address chronic challenges** by targeting root causes—not symptoms.
- » **Understanding root causes** is the first step to sustainable, scalable solutions.
- » **Real change starts by questioning** assumptions and understanding the 'why.'

Business Opportunities for the 2025 Season

If you grow—or wish to export—large quantities of fresh produce to Europe and need reliable market access, please contact me. Priority goes to high-value fruits like mangos and avocados, but feel free to suggest other fresh produce. There may be an opportunity for us to work together on expanding your market footprint.

* Are you looking to address poverty, transform agriculture, or develop thriving communities? Invite me to speak and explore how innovative models like the Kibbutz can pave the way for a prosperous future for farmers, smallholders, and communities worldwide.

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



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P.S.

If you missed it, here is a link to last week's blog, "[What the Kibbutz Discovered, Mastered, and Forgot—Only to Realize It Can't Survive Without It](#)".

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.