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נושא: The Two Greatest Conceptual Mistakes Regarding Agrochemicals [That No One Will Tell You About]

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The Two Greatest Conceptual Mistakes Regarding Agrochemicals [That No One Will Tell You About]

This week one of my Followers on LinkedIn wrote to me the following:

"I think the Green Revolution has failed. The overuse of chemicals has destroyed our soils, environment and fresh water systems."

He continued by saying:

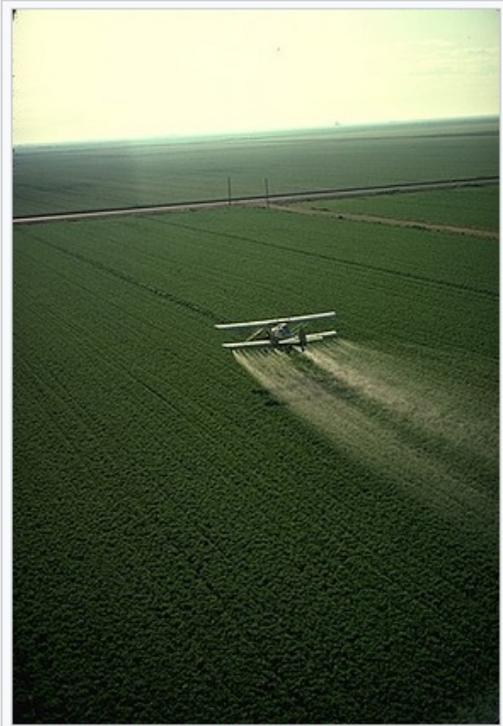
"Sadly, it's an expensive exercise in getting natural /organic products into the market which in most cases makes it unaffordable for many."

Therefore, in this post, I will relate to the two main issues related to the overuse of chemicals in crop protection and the Green Revolution reality.

*** First miss concept: Agrochemicals = The Green Revolution.**

The name itself is one of the most brilliant campaigns ever launched to **brand and justify excessive use of chemicals**.

If you "google" searching for '*Green Revolution*' you will find on Wikipedia, under a picture of an airplane spraying chemicals, the following description:



After the Second World War, increased deployment of technologies including pesticides and fertilizers as well as new breeds of high yield crops greatly increased global food production.

Green Revolution (Wikipedia)

"After the Second World War, increased deployment of technologies **including pesticides and fertilizers as well as new breeds** of high yield crops greatly increased global food production." (Wikipedia)

The agro-chemical companies were quick to adopt the 'Green Revolution' term and turn toward "appropriate" usage of it.

However, till today the only thing that was and still is Green in this 'Revolution' are the \$\$\$.

Sixty-seventy years later we can define 2 things;

- (1) The '50s and '60s of the 20th century were indeed revolutionary to the agriculture industry, mainly in the US and Europe.
- (2) This revolution should be re-named as – ***The Chemical Revolution***.

My dear Follower, please note that the proper and truly *Green Revolution* never failed because it - never started!

I established Biofeed in purpose to bring to the agriculture industry a real "Green" solutions.

I believe that Biofeed is playing now a major and key role in laying the foundation to the first true – "***Green Revolution***".

A true **Green Revolution** is one where the release of chemicals to the environment is minimal, or even zero. The exact opposite of the *Chemical Revolution!*

It is where crop protection is sustainable.

It is where pest control is pest-specific.

It is one that is safe to the environment, non-target organisms and human.

It is one that is accessible to all farmers around the world.

It is one which is long lasting and easy to use.

It is one which brings better crop protection results, while productivity increases.

**** Second miss concept: Green alternatives are unaffordable (and I add, ineffective).**

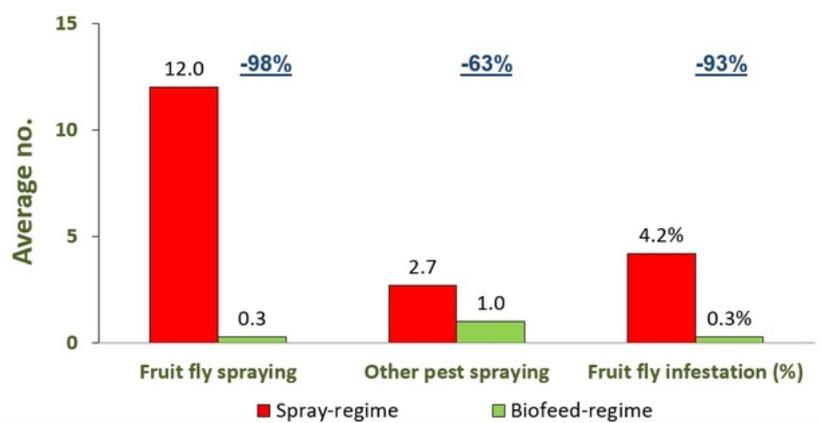
In the past, I practiced both 'conventional' and 'organic' agriculture.

I remember that it was commonly accepted, as a 'fact of life', that you cannot have the same quality of pest control without using chemical sprays.

Meaning, fruit fly infestation is and always will be higher in orchards where you avoid chemical sprays.

In 2012 a survey covering a period of 7 years was published in Israel, showing results from 1200 hectares, collected from over 60 farmers, including 6 representative crops (mango, citrus, apple, nectarine, persimmon, and olives).

Following is the data which was collected (in cooperation with Biofeed), verified and published by The Israeli Ministry of Agriculture.



Fruit fly control survey by the Israeli Ministry of Agriculture.

For the first time ever there was a really long time collected and verified data clearly showing the huge advantage of crop protection **without sprays** versus with sprays.

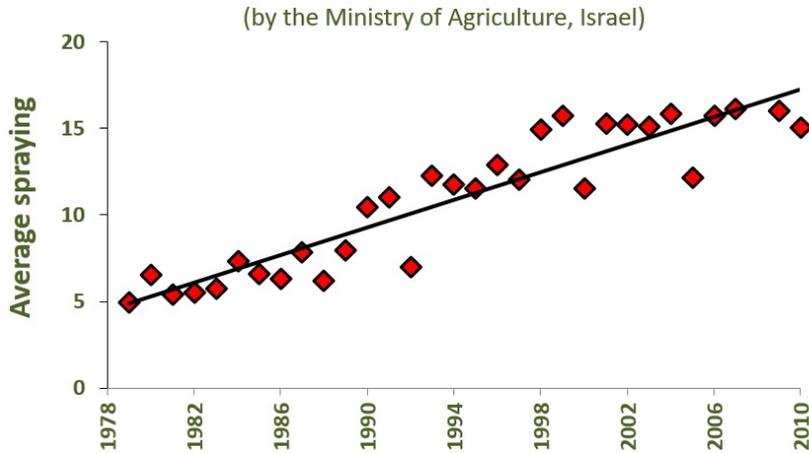
Let me spell out the numbers for you (from left to right):

98% less number of sprays for fruit fly control where Biofeed's technology was used (green), versus commercial sprayed orchards (red).

63% less number of sprays for 'other insect pests' control, meaning pests that are not fruit flies.

93% less fruit fly infestation (in comparison to commercial plots, normally sprayed)

By the way, at the same time number of (aerial) sprays in citrus orchards in Israel (mostly for export) kept on rising.



The results and effectiveness are clear as can be.

Still, one may ask - 'what about the overall cost of the control?'

The development of the Biofeed *FreeDome* solution took quite a few years of basic development and improvements which enabled us to achieve even better results than published in the above survey.

At the early years, the solution price per hectare was about 5 times higher than alternatives.

However, due to our constant development and improvements, today it is about the same cost, affordable to all.

So I wish to say to my friend from LinkedIn – the fact is that the *Green Revolution* has not failed. It is here, alive, smiling and kicking.

It is also a fact that great alternatives to chemical sprays can and should be not more costly than sprays, per hectare, while bringing better results in quality and quantity, and probably receive better value on the market.

The conclusion and the opportunity

We, Biofeed team, we were very patient for many years.

We worked, and developed, and improved, and improved even more until we reached the current level of perfection, which is successfully and extensively used in Israel for many years.

Only now, years after I started my search for an alternative to sprays for the most devastating group of pests; fruit flies, I decided to focus our activity out of Israel.

The above decision brings to you a unique business opportunity to take advantage of this great innovation.

Based on Biofeed's property knowhow and IP, I wish to bring to your homeland market the best available **Green** pest control solution and change the history (and life) of your farmers.

Last Tuesday I delivered my very first webinar (for me it was almost a spiritual experience). All attendees expressed their full satisfaction and gratitude.

The webinar is business and financial oriented. I present the alternatives, upsides, downsides, calculations of cost-benefit... and much more.

Sounds boring? It is not at all.

I invite you to join me on Monday, April 15th at 17:30 Israel time, for the second webinar (and probably the last on this serious).

If you already received an invitation for a later webinar, please see it as canceled.

Due to my intensive schedule, I can only have one more webinar now.

I promise to let you know when there will be more or other such events.

But for now, don't miss the chance to grab by the horns your greatest business opportunity and move fast with me and my team, into a magical world of endless profitability options.

[>>> Link for registration <<<](#)

Together let's make fruit flies;
'just another pest'!

Leave Your Worries Behind and ==> Make a Change!
(Grow your Income)

Regards,



Better produce... Better future... Biofeed...

P.S. In the webinar I share with you my secrets and valuable information that worth millions and I worked for 25 years to reach.

P.P.S. Special business offer for the ones who participate in the webinar.

P.P.P.S. Remember, even if you know me, even if you already talked to me or Dotan, even if you already on the way to an agreement with Biofeed... in this Webinar, you will get an even better proposal.

But, this proposal is open only to the participants and only during the time of the webinar.

Once again, [>>> here is the link for you to register <<<](#). Make sure to connect 20 minutes before the scheduled time (17:30, Israel time).

*"Green, effective, healthy and suited for **all farmers**, this is my vision for pest management"*

You can contact me on [LinkedIn](#) / [YouTube](#) / [Facebook](#) or a return email.

If you enjoyed it, please share it with friends and let them enjoy the high quality pest control solution we provide. They can also add themselves to the list of mail receivers by - [Pressing here](#).

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