

Galilee Export taking its growers global

Galilee Export was started in 2011 by farmers with a working history of 50 years under the auspices of the parent growers organization – Milouot cooperation. In the three years since, it has established itself firmly on the international stage.

Amid changes in 2011 in the Israeli agriculture export structure, with the collapse of the old Agrexco, growers under the umbrella of Milouot established their own export company to market their fresh agricultural products, in line with a global trend in sales direct from grower to market. Galilee Export, which last year booked a turnover of about US\$100 million, has state of the art packing houses and meets all standards expected of a global exporter, according to sales manager Eitan Zvi. Just three years after establishing the brand, it is already well known in many countries, such as France, the UK, Holland, Germany and Russia – a remarkable achievement in such a short time. Among its main products are citrus and avocados, with a combined sales volume of 20,000 tons. About half the avocados are Hass, while in citrus



about 10,000 tons are grapefruit and the rest easy peelers, of which the most important is Orri. The product line also includes capsicum (6,000 tons), carrots (6,000 tons), Sharon (3,000 tons), pomegranates (4,000 tons), Medjool dates (500 tons), mangoes (2,500 tons) and grapes (1,000 tons), plus sweet potatoes and lychee. "Our goal is to increase turnover and return to our growers/owners good prices for their products by reduced costs and direct supply," Zvi said. "With citrus we aim to increase our export volumes of Redsun, a combination of red pomelo and sweetie." With an external color a combination of red, yellow and green, and its red flesh juicy and sweet, Redsun was first exported by Galilee Export last year.

Towards the 24th Fresh Agro-Mashov, 10th June



Haim Allouche, Joint CEO of the Moshav group initiating the Fresh Agro-Mashov exhibition, analyzes the latest developments on the Israeli market.



"Looking at the Israeli agriculture data from 2013, as will be published by the Central Bureau of Statistics in early May, they reveal some interesting points. Agricultural output has grown in the market by about 3.1% and thus continues the growth trend in the market. There are more goods in the market, the value of inputs has risen and more fruit is grown in Israel. But in the case of exports, there was another decrease of 0.7% in revenue, continuing the decline in 2012 (-3.6 %); and in fact this almost cancels out the dramatic increase in the value of agricultural exports in 2011. The total value of Israeli agricultural exports is 5.4 million shekels, so the question is: why are the farmers and traders not earning more money?"

pri free™ the chemical-free label by Biofeed

Biofeed, the Israeli supplier of biocontrol solutions, recently launched a new brand name, pri free™, aimed at consumers who are very aware of chemical residues in fresh produce. Farmers under the Biofeed regime are entitled to label their produce as pri free™.

Exclusive varieties and monitoring technologies

BF-Agritech will participate at Fresh AgroMashov and present a unique tomato variety, "Yuval", which is grown and distributed in Israel. The variety is also marketed in Spain, Italy and other world markets.

"With a group of growers and together with my company BF-Agritech, we succeed in carrying out a vertical market-



ing approach for the Yuval variety that is already successful," explains their manager Zohar Ben-ner.

BF-Agritech is also introducing a very new monitoring technology as a result of a few years of R&D with leading Israeli researchers. The very innovative and advanced system provides a new type of real-time monitoring and alert technology that consists of sensors, digital photos and the cloud, based on algorithms that analyse the data and reports on time for the growers via their PC and smart phone. "The true innovation of the system is that it instantly and automatically alerts the grower of stresses in the plant and risks of diseases," explains Adi Argov, who will develop the system in Spain.

Research and environment at the heart of Origene Seeds

Origene Seeds makes a significant contribution to the vegetable value chain and meets customers' present and future needs. Origene Seeds has strong research collaboration with leading international research institutes in order to develop new traits and innovative varieties.

The company's strategy is to develop new hybrids with novel traits of quality, taste and flavour, as well as uniformity,



high nutrition values and a good shelf life, combined with a high yield while being environmental friendly. Seedless and seeded watermelons, cantaloupes, cucumbers, squash and pumpkins are the main lines produced.

Zeraim Gedera: award winner in innovations

One of Zeraim's most innovative solutions is a unique agro-technical unit called GroNTec, which specializes in



maximizing the potential of the company's pepper and tomato varieties by means of innovative crop management techniques. By using advanced data collection systems and applying an innovative crop management protocol that manages abiotic stress to increase the plants' productivity, the GroNTec unit has developed a solution that enables pepper growers to increase yields by 15-20% on average.

Mehadrin: the top Israeli grower and exporter

With over 8,500 hectares (about 75% are grown in the country), Mehadrin is by far the largest Israeli grower. The company exported 173,000 tons over the last 2013/2014 season (not yet ended). Easy peelers are the first product with 48,100 tons, potatoes 44,000 tons, grapefruit 39,223 tons, avocados 25,387 tons, oranges 88,473 tons, tropicals 4,355 and dates 3,935. The company works in every stage of value by growing, packing and marketing citrus, subtropicals and vegetables. It is, in fact, the largest citrus and avocado exporter in Israel, the second with Medjool dates and kaki persimmon. Mehadrin is also the biggest seller to the local market and the largest provider for the Israeli citrus juice industry. It owns and operates 7 packing houses (4 for citrus, avocado, mango and pomegranate and sweet potatoes). Mehadrin also works with 18 external packing houses all over the country.

