

### Israel: "With Angello seeds we're playing into a niche market"

The seedless Angello, the small sweet pepper, won the Fruit Logistica Innovation Award this year. The development of the mini seedless pepper began six years ago by the seed company Zeraim Gedera and continued after the company was purchased by Syngenta in 2007. Hillel Shifman, manager of the Angello project in Israel, talks about the most recent developments of the Angello. "The first seedless pepper in the world is grown in Israel and Spain at the moment. In total there is about 10 hectares, but we expect a growth for next year. This is the first year in which the mini peppers are being commercialised . We are now actively introducing them in various countries. "The Angello is a super healthy snack and also very suitable for children."



According to Shifman its very important that the product remains exclusive. "We have a worldwide patent and growers, traders, distributors and supermarkets are specially chosen. It's a real niche market. The export company AVIV is responsible for product being commercialized out of Israel".

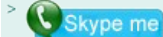


"The mini pepper is very sweet and is well received by the consumer," says Hillel. "We are currently busy developing an orange and a yellow variety. This way we can bring colours onto the market. In the future perhaps also in different shapes. But at the moment it's important to focus on this Angello. First people have to meet the product, then you can start extending in the areas of shapes and colours."



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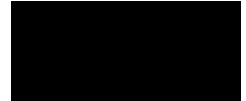
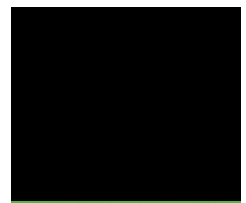
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Shifman indicates that producing the seedless Angello is no easy feat. "Cultivation also costs a lot of time and money. Harvest takes a lot of time, it's done by hand. It also takes 10 times as long as a normal pepper."



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- > NZD: 1.5521
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Euro foreign exchange reference rates  
Source: ECB

