

Ohio-Israel Agricultural Initiative Activities Document
Sept .6, 2005

Activity	Status/results	Follow-up actions
I . Advisory committee		
A committee from academia, government, business, policy & extension, growers.	<ul style="list-style-type: none"> • Assembled advisory committee, to meet quarterly. Ohio members met twice in 2005. Next meeting: Sept. 7, 2005 at ODA • Responsibilities: overall direction and oversight of joint R&D and trade activities. • <u>Fred Dailey</u>, Ohio Dept of Agriculture Director, will chair 	<ul style="list-style-type: none"> • Sent out meeting notices (7/28/05), agenda and last mtg minutes (8/23/05), and prepared info packages and project status report matrix to be handed at the mtg • Next meeting scheduled for Nov. 2, 2005 • Send out mtg notices, agenda and minutes, and prepare project status report matrix before the next meeting. • Sarah will coordinate with Karl on all future meetings
II .Background Study		
	<ul style="list-style-type: none"> • Completed prelim study of needs & opportunities in both regions • Expanding study through work on specific projects described below • Evaluating other opportunities for cooperation, based on mutual needs/opportunities 	<ul style="list-style-type: none"> • Continue discussions w/ interested parties, literature reviews • Coordinate with Israeli counterparts, colleagues, consultants & steering committee
III Specific projects in development		
Soy – Solbar Industries	<p>Solbar, an Israeli soy protein & isoflavone manufacturer:</p> <ol style="list-style-type: none"> 1. Currently purchases OH soybeans 2. Wants to buy more non-GMO beans from OH, & defatted white flakes for extrusion & soy isolates 3. Plans to build a new functional soy protein concentrate & extrusion plant in OH. 1st stage to have ~50 employees. <ul style="list-style-type: none"> • ID'ing sources of OH soybeans, potential U.S. sales outlets • Negev Foundation ID'ed potential equity partners in OH • Solbar hired engineering & planning firm for construction licenses, permits • Secured OH state financing, through OH Dept of Development • Solbar moving forward with development of Orville OH site. • Solbar is currently pursuing permits and licenses in preparation for groundbreaking. • Solbar decided to downsize the project from 18 M to 6 M because the OH Dept. of Dev. was unwilling to provide Solbar the 11 M guarantee free loan which is required for the large project. • Ground breaking expected by Nov. 1, 2005 	<ul style="list-style-type: none"> • Continue to work with SolBar in facilitating communications and contacts in Ohio (including the state, the city of Orville, engineering design issues, selection of contractors and suppliers).
OH-Israel Joint Agricultural R&D Fund	<ul style="list-style-type: none"> • Received, in federal FY '04/'05 budget, \$240K funding • Drafted guidelines: research priorities, RFPs, application procedures, funding decision mechanisms • Open to farmers, for-profits & non-profits, local governments, educational institutes. • RFP put in the Negev website (5/13/05) for 7/15/05 application. • 8/15/05 received final proposals and selected the 4 that fit best 	<ul style="list-style-type: none"> • R&D to start Oct. 1, 2005 • September 1st, 2006 – first year report due • Follow up progress of the 4 R&D projects • Seek additional U.S. funding from ODA, OH legislature, federal, corporate & private sources

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	<p>OIAT's program.</p> <ul style="list-style-type: none"> • 8/15/05 submitted to USDA for approval of funding. Funding was approved. • Grants are given for 2-years study. • Assembled OH & Israeli review committees- John Stevenson, George V. Voinovich Agricultural Affairs Liaison, to chair progress committee • Contacted grant awardees • Selected R&D projects are: <ul style="list-style-type: none"> - Soy saponin in bread - OSU/Hebrew U. - Greenhouse feasibility-Gavish/OSU - Compost induced plant disease suppression – Hebrew U./Wooster - Beef cattle genetics export to Israel – OH/Israel 	
Ohio exports to Israel		
<p><u>Private-label food processing in Israel</u></p>	<ul style="list-style-type: none"> • ODA, Negev Foundation helping to follow facilitate partnerships w/ interested U.S. & Israeli companies • Involving OH companies, for European/Mid-East markets. Exploring leads from companies that have expressed interest in producing food in America under Israeli labels • Leads include contacts from IsraFood 2004, IsraFood 2005 and SuperSol's American food month in Israel (12/05) 	<ul style="list-style-type: none"> • Ohio food companies are being approached to investigate the possibility of a relationship with Israeli counterparts
<p><u>OH feeder calf exports to Israel (FSMIP)</u></p> <p>Israel, no longer importing bull calves from Poland because of BSE, is looking to OH, possibly other U.S. states to meet demand & expand their feedlot industry.</p>	<ul style="list-style-type: none"> • OH: researched supply potential, costs, breeds, shipping, logistics, veterinary issues • Israel: conducted prelim study of needs, potential for importing OH calves; characterizing what Israeli markets seek now & in future • Working w/ OH producers & shippers, regional Israeli govt entities (Ramat Negev, Beit Shean, Upper Galilee, Golan) & marketing co-op (TNUVA), Israeli & U.S. embassies, OH Dept of Ag, OH Dept of Development • Received, thru ODA, a USDA Federal-State Marketing Improvement Program (FSMIP) grant • Feb 6-14 '04 trade mission to Israel: 10 OH cattlemen, ODA & OSU reps (including ODA Director Dailey) met w/ potential buyers, industry & govt reps • Dec 25, 2003: Following BSE report from WA, Israel stopped U.S. beef/live cattle imports • April 4, 2005 Reverse trade mission of Israeli cattlemen to Ohio. 19 Israeli cattlemen visit Ohio farms and feed lots. Israeli cattlemen visited herds in several states, incl Ohio. Will give potential Israeli buyers a better understanding of U.S. and Ohio beef & dairy cattle production systems, live cattle export process & animal health issues. 	<ul style="list-style-type: none"> • Design & implement trial shipment program, to test acceptability & performance (see R&D projects) • Begin commercial shipments • Develop related projects: <ol style="list-style-type: none"> 1. Export OH cattle genetics (sperm & frozen embryos), & novel implant techniques, to Israel, to evaluate performance. (Unaffected by BSE ban.) 2. Israeli calf-feeder device production in OH (see below), w/ OH R&D components • Awaits resolving BSE issue • Still missing good identification of cows • Continue discussions after May 2006 O.I.E. conference in Paris

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	<ul style="list-style-type: none"> • June 2005 - Visit of Dr. Chaimovitch, Director of the Israeli Veterinary Services and Animal Health, came with a mission to visit Ohio, June 2005 and concluded that import of calves from OH to Israel will be feasible when the BSE problem is solved, protocols with USDA are signed, and the cow ID system in OH works. • Received June 2005 mission reports from R. Ben-Dor and Dr. Chaimovitch 	
<u>OH hardwoods exports to Israel</u>	<ul style="list-style-type: none"> • OH supplies many species of hardwoods as both raw (logs, boards) & secondary (veneer, doors, construction materials) products. U.S. wood has a good reputation but is more expensive in the Middle East. • Developed prospectus describing opportunities & constraints. • Dec '04-Jan '05: Held discussions w/ Ohio Forestry Association, Diamond Export (Albany, OH), Israel Chamber of Commerce. Transportation costs seem reasonable • Developing specifics on what Ohio producers can provide, Israelis need (currently, veneer & saw logs are most desired) • A list of potential Ohio timber exporters has been made available by ODA. Karl Gebhardt spoke to five potential companies and there is interest on their part. • Rick Schottenstein has formal approval to run this program. • Karl Gebhardt sent out to potential companies to determine their interest in being considered for the export program. • Karl identified a new company in Israel, received specifications from them and forwarded to sawmills in OH. A few showed interest. • Ram Ben-Dor met with a hardwood importer in Israel (Aug. 2005) 	<ul style="list-style-type: none"> • Explore additional opportunities, e.g., joint ventures w/ Israeli furniture companies & cabinet manufacturers, especially for veneer. • Need to send a price quote of OH hardwood for export to Israel to Uzi Lichtenberg for his consideration • Look for funding opportunities/subsidies for sending hardwood samples to Israel (Fed, State, hardwood associations) • Send hardwood samples to Israel
<u>OH honey exports to Israel</u>	<ul style="list-style-type: none"> • There may be a developable market. Israel is not a big honey consumer, & has an irregular import market, in part because of import tariffs (to protect agriculturally important bees). • Developed prospectus describing opportunities & constraints. • As of May 1st '05, continuing to investigate viability of this project. 	<ul style="list-style-type: none"> • Determine whether Israeli honey import tariff can be lowered, & whether there is a market in Israel for premium honey. • Find interested OH premium honey producers, & Israeli importers. • Project is on hold
<u>OH pet food exports to Israel</u>	<ul style="list-style-type: none"> • The Israeli pet food market, now >\$60 million a year & expanding, relies largely on imports. U.S. companies are the largest source of imports. There appears to be good market potential for Ohio—or any other—pet food companies interested in pursuing this growing market. • Developed prospectus describing opportunities & constraints. 	<ul style="list-style-type: none"> • Approach OH pet food companies that may be interested in exporting to Israel (see IsraFood, below) • Rami will look for Israeli importers and distributors. • Then need to contact the OH companies and exporters.
<u>OH race horses export to Israel</u>	<ul style="list-style-type: none"> • Israel is planning to build 2 new racetracks for thoroughbred horse racing, and is seeking to import thoroughbreds from the USA <p>A mission from Israel will visit FL and KY in Dec. 2005 to buy thoroughbreds</p>	<ul style="list-style-type: none"> • Identify OH owned farms that breed and raise thoroughbreds • Find those that are interested in exporting to Israel • Contact Israel mission organizers (Gilad Shachar/Yossi Barak) to add OH as a destination to the mission's visit
Israeli exports to Ohio		

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<p><u>Automatic calf feeder/feeding monitoring system</u></p> <p><u>SNS-Smart Nursing Station</u></p>	<ul style="list-style-type: none"> • An Israeli-built technology, now in use in several Israeli farms, from Dutch, Israeli & U.S. components & Israeli software. Device senses animals in chutes, monitors intake, maintains records & prevents overfeeding. Of great interest to OH cattlemen who saw it in Israel. • Sep '04: A rep from Gavish, the manufacturer, conferred w/ OH cattlemen at OSU's 2004 Farm Science Review. • Gavish requests financing of feasibility study to show profitability of change of software to Windows and English. • Ram Ben-Dor visited 4 cattle farms in Israel that operate SNS systems (8/05) • Project being re-evaluated as for who to partner with regarding further development 	<ul style="list-style-type: none"> • Work out an arrangement with Gavish for development of the SNS software to the US market and feasibility. If not working with Gavish, arrange for working with an Israeli R&D group • Test the new software in Israel • Perform a feasibility study • Create a US entity to market the SNS product, or develop/find interested partner U.S. company • Demonstrate SNS in OH: e.g., in OH Dairy show • Study the SNS system under OH conditions - Test model units in 2 OH dairies, or at 1 research facility/OSU and 1 dairy farm. • Contact potentially interested heifer replacement programs & feed companies
<p><u>Mini dairy processing equipment</u></p>	<ul style="list-style-type: none"> • An Israeli dairy processing technology manufacturer, Pladot, which has already sold small-scale on-site dairy processors (for cheeses, yogurts, butters) to dairy operations elsewhere in the U.S., would like to expand to OH. They sell turn-key projects. • OH has >3,780 milk producers, ranking 5th nationally in total number of dairy farms. Average farm size is 68 cows. 6-8 OH farmers have used other on-dairy processors • 8/17/05 met with Dairy Farmers of America (Glenn Wallace, COO) – they are interested in looking into the idea • 8/05 Ram Ben Dor met with R. Shamir/Pladot in Israel 	<ul style="list-style-type: none"> • Evaluate niche markets market for value-added products from small OH dairy operations • Potential markets include Amish dairy farms, Kosher dairy product producers, Co-ops. • Rafi Shamir/Pladot will be at FSR 2005 (9/19-22) to meet with potential buyers and organizations. • Rami and Karl to arrange for a preliminary tour of MD Mini Dairy farms for Dairy Farmers of America Mideast Area Council's Chairman and COO • Pladot to conduct workshops, meetings in OH (see workshops section below). ODA could discuss regulatory issues. • Karl & Rami to identify potential farms for testing Pladot products.
<u>Joint R&D</u>		
<p><u>Turf grass improvement/playing field engineering</u></p>	<ul style="list-style-type: none"> • An Israeli engineer/designer from Beit Shean visited OARDC, Jacobs Field, other OH areas in Nov '02, exploring ties, technique exchanges • Project currently on hold 	<ul style="list-style-type: none"> • Assist in finding interested OH partner(s) • Project on hold
<p><u>Aquaculture</u></p>	<ul style="list-style-type: none"> • Drafted background on trends & needs in each region. Working w/ OSU, OH Aquaculture Assoc, OH & Israeli companies & Israel's Natl. Center for Mariculture on joint research priorities (e.g., fish nutrition, physiology & genetics, including single-sex production; aquaculture engineering & recirculating aquaculture; grain & vegetable proteins for fish & livestock feeds; pathology & diagnostics; reducing production costs). Considering an Israeli grad student conduct dissertation research at the Piketon lab; involving other states as well. • Jul '04: held 2 workshops w/ OH Aquaculture Association at OSU's Piketon & Columbus campuses, featuring Mega-Flow technology, an Israeli recirculating aquaculture system that conserves water while providing a healthier environment for fish than open pond systems, producing higher yields, & enabling year-round farming in colder climates. Participants: OH farmers, OSU researchers. 	<ul style="list-style-type: none"> • Exploring Israeli technologies & funding options for converting livestock barns into recirculating aquaculture facilities, perhaps at Wooster or w/ a local OH farmer. • Develop other specific R&D projects & obtain funding • Considering other workshops on Israeli aquaculture in OH, perhaps w/ OH Aquaculture Assoc, Lloyd Wright Hocking College, others. <p><u>Student exchange:</u></p> <ul style="list-style-type: none"> • Coordinate logistics with Hocking College <p><u>Aquaculture project:</u></p> <ul style="list-style-type: none"> • Continue discussions with Israel's aquaculture contacts and OH interested parties re. the specifics of bringing to OH an Israeli aquaculture extension person. We are looking for a person with broad knowledge in both open pond systems and RAS, with good knowledge of English, who will bring with him a slide presentation about the recent advancements in Israeli aquaculture technology for seminars / workshops. Determine when is the best time for the OH aquaculturists to bring the expert? When and where to have the workshops? Coordinate the visit with Bowling Green, Dave Smith, OH aquaculture association. Identify the Israeli expert.

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	<p><u>Student exchange:</u></p> <ul style="list-style-type: none"> • Karl spoke with Roy Palmer of Hocking College about the possibility of sending student to a Kibbutz. Wants to have a meeting with John Light, Hocking College President. • Ram met with Lloyd Wright, head of Fish Management and Aquaculture at Hocking College • Ram & Karl met with Hocking College in re student exchange program. Hocking agreed to the exchange program and is interested in sending 2 to 3 students to Israel to begin program in July '05 • Prepared plan for exchange students with Israeli aquaculture farms. • Karl finalized signing of a Memorandum of Understanding for Hocking College Aquaculture Exchange Program • Hocking College has been unable to secure students for the Summer quarter to participate in the exchange student program. Will try again for next winter quarter. <p><u>Aquaculture project:</u></p> <ul style="list-style-type: none"> • Held conference call (Ram, Sarah) with key Israel aquaculture people and OH aquaculture contact (Dave Smith) regarding future directions of Israel-OH aquaculture cooperation projects (Aug. 05) • Current approach in Israel-OH aquaculture project is that the direction OIAI should take is to try to set up and run a demo RAS facility for yellow perch at Bowling Green (Laura Tiu) with Israeli technology, to obtains 2 years operation data, and then make it commercial. • Alternative approach – to bring from Israel an aquaculture expert for a couple of weeks to help Bowling Green set up their facility and go through the break-in period, give workshops in OH, and issue a report re. OH's aquaculture needs and how Israel's technology can fit in. • 8/05 Ram Ben-Dor met in Israel with Haim Anjoni (Director, Fisheries & Aquaculture Dept.), Yitzhak Simon (Chief Aquaculture Extension Service) and Ilan Halachmi (Israel Agriculture Research Organization) to discuss the two approaches for this project (sending an RAS system from Israel to OH, or bringing an aquaculture specialist from Israel to OH) • No Israeli company was willing to supply an RAS demonstration unit to OH for this project. This approach is on hold. • Several potential Israeli aquaculture extension agents and one RAS aquaculture specialist were identified as candidates to send from Israel to OH for 2 weeks. • Decided to invite an aquaculture extension person from Israel. 	
Food security/ag	<ul style="list-style-type: none"> • Israel 's military/security technologies have agricultural 	On hold

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<u>biosecurity</u>	<p>applications — monitoring, managing & protecting crops, fields, structures, water bodies. OSU & ODA are also involved w/ food security activities.</p> <ul style="list-style-type: none"> • Feb '03: Israeli Embassy agriculture attaché discussed joint issues w/ ODA, OSU • Initiative rep met w/ Israeli Agriculture Ministry & tech companies to ID joint opportunities • <u>Pathogen detection technology</u>. Ofakim Hi-Tech Ventures, a technological incubator of Israel's Ministry of Industry, Trade & Labour, developed MedLite, a microarray technology that detects & IDs all known pathogens (such as could be used in a bio-terrorism attack) & their antibiotic resistance, in 1 test. MedLite reps met w/ OSU animal & plant scientists to explore collaboration. Also sought U.S. equity partners — met w/ STERIS Corp; Kahn, Kleinman, LLP & other OH companies. Project halted because (1) technology was developmentally premature & (2) of business/managerial constraints. • Jan 24-26 '05 workshops at ODA & OSU: <ol style="list-style-type: none"> 1. Agricultural Biosecurity: Opportunities for Cooperative R&D Between Ohio and Hebrew University 2. Overview of Current and Emerging Israeli Agricultural Biosecurity Measures—Relevance to Ohio Presenters: <u>Yitzhak Hadar</u>, Dean, Hebrew University Faculty of Agricultural, Food and Environmental Quality Sciences, Jerusalem, & <u>Mordehai Cohen</u>, Ag & Science Attaché for the US, Canada & Mexico, Embassy of Israel, Washington, DC 	Find direction.

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<p><u>A model Israeli commercial greenhouse in OH, for joint R&D</u></p>	<ul style="list-style-type: none"> Ohio's future agriculture trends & needs include more greenhouses for floriculture & hydroponic tomatoes, & for high-end niche crops (e.g., strawberries, melons, nursery crops) w/ higher yields in greenhouses. Israel is the world's leader in greenhouse technologies Considering a pilot commercial-scale advanced greenhouse for joint R&D & educational activities. Also considering integrated aquaculture-agriculture systems & sewage effluent & growing substrates recycling. Held discussions w/ OSU's Ag Business Enhancement Center, which seeks to increase Ohio's greenhouse agriculture, & w/ OSU's OH Agriculture Research & Development Center, OH Dept. of Development, OH Dept of Agriculture, members of the Ohio State Senate for joint partnership with Israeli R & D entities & commercial agriculture engineering companies. Ram Den-Dor met with Gavish in Israel re. their greenhouse (8/05). There are many other Israeli companies selling greenhouses. 	<ul style="list-style-type: none"> Pursue funding possibilities Conduct feasibility study (see – R&D project) Determine appropriate location Karl will contact 2 new contacts, Jeff Zollars from Canton who is a large greenhouse operator and State Representative Tim Cassell from Lake County who raises nursery and some green house products. Karl will set up a meeting with Justin Moratta to tour his greenhouse operation. Sam Hoenig may join the tour. Approach several Israeli greenhouse companies that sell turn-key greenhouse projects re. setting up a demonstration greenhouse in OH and select the one to work with.
<p><u>Drip irrigation</u></p>	<ul style="list-style-type: none"> Exploring the extent to which OH orchards, niche crops, gardens might benefit from increased use of drip irrigation (an Israeli invention). Discussed potential with OH academics, extension, OH & Israeli irrigation companies. <ul style="list-style-type: none"> Some current OH usage (& expansion potential): vegetable crops, strawberries, blueberries, peaches, pumpkins. Crops that need water for fruit sizing in Jul & Aug are most likely. More OH farms can benefit from increased irrigation, especially supplemental irrigation, & fertigation (fertilizer application through drip irrigation systems) w/ good information & technical assistance. Discussed w/ OH irrigation supply companies; OSU extension & faculty; pursuing w/ Israeli manufacturers. May develop traveling winter workshops, booth at OH Farm Science Review, OH Flower Assoc mtgs, other forums. 	<ul style="list-style-type: none"> Explore establishing one or more demonstration plots & greenhouses for recent Israeli innovations in drip irrigation, drip fertigation & computerized control, to show & conduct research on how these technologies might help OH (see model greenhouse, below). Need to compare traditional methods to drip irrigation/fertigation methods. Need to identify an Israeli company that would support the project, and a OH entity (OSU or commercial) to test it, possibly for corn or soy. This is a long term project. Not ready yet.
<p><u>Phytomonitoring</u></p>	<ul style="list-style-type: none"> Phytech, an Israeli company, developed computerized technology to monitor & analyze plant growth rates & determine growth needs. >30 kinds of sensors provide growers real-time info on plant physiology (e.g., sap transpiration, evaporation, absorption) & growing conditions. Allows fine-tuning of environmental conditions, & drip irrigation & fertilization. For flowers, vegetables, fruit trees, grapes, & many other plants, organic & conventional agriculture in hothouses, fields & all other environs. Acting U.S. rep met w/ OSU ag engineering & extension staff to explore interest; may be more interest in future than at present. 	<ul style="list-style-type: none"> Project on hold; may be too high tech for current commercial application in OH. If/when ready: <ol style="list-style-type: none"> Link Phytech & other Israeli plant monitoring R & D entities w/ OSU ID U.S. distributor, possibly full-service provider, for Phytech in OH

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<u>International agriculture development</u>	<ul style="list-style-type: none"> • Israel has the most advanced desert agriculture in the world; many Israeli technologies, methodologies are transferable, & already aiding other regions • Israeli Arab agriculture experts have worked in Morocco, Egypt, Jordan, other Arab countries • OSU has long been involved in international agriculture development • <u>Rebuilding Iraqi agriculture</u>: OSU, Israeli agriculture experts (indirectly, through OSU) seek to subcontract USAID Agriculture Reconstruction & Development for Iraq, related efforts • <u>Drip irrigation development in Armenia</u> <ul style="list-style-type: none"> • Dick Funt (OSU), involved w/ USDA Marketing Assistance Program in Armenia, has been developing a long-term, possibly a joint USDA/OSU/Israeli/Armenian, project. Ongoing discussions w/ Israeli Agriculture Ministry, OSU, USDA & Netafim, an Israeli drip irrigation manufacturer. • Netafim sent an irrigation expert to Armenia Dec 1-4, '03. • The Armenians want to start a long-term drip-irrigation project. Dick Funt held a follow-up drip irrigation conference in Armenia Mar 2, '04. Netafim participated. Trees have been ordered for 2005, but demo irrigation plot awaits funding. • The Negev Foundation is currently focusing on Ohio/Israel projects only 	<ul style="list-style-type: none"> • <u>Iraq</u>: Continue discussions w/ international aid contractors. Many U.S. aid projects on hold. • <u>Armenia</u>: Plan & seek funding for the long-term project • Currently focusing only on Ohio/ Israel projects. • Project on hold
<u>Organic pesticide</u>	<ul style="list-style-type: none"> • Biomor, an Israeli company, developed a botanical fungicide from plant extracts. Received Israeli Ag Ministry approval to sell to organic farmers; all ingredients are USDA approved for organic. Field-tested on organic crops in Israel & in Wooster, OH by Sally Miller, OARDC, in '03. For tomatoes during harvest, wine grapes, other applications • '04 OH field tests were off; unclear why. • Received European approval, & are now marketing in Europe • USA tests failed. • This project has been discontinued. 	<ul style="list-style-type: none"> • May seek EPA registration as botanical pesticide, but expensive. • Seeking interested U.S. company/financial backer • <u>Project has been discontinued.</u>
IV. Funding		
Seeking additional funding for overall Initiative & for specific projects developing as a result	<ul style="list-style-type: none"> • Initial supporters: Negev Foundation, Israeli Embassy, Ramat Negev (a regional Israeli government) • Received: <ul style="list-style-type: none"> - USDA funding for OH calf exports to Israel (see below) - \$100K from OH's FY'04 budget - Through USDA, FY '04 federal appropriation, from OH 	<ul style="list-style-type: none"> • ID additional potential govt, foundation & corporate funding sources • Contact additional ag- & rural development-related foundations, & Jewish foundations • Develop additional letters of inquiry & proposals • Prepare no-cost extension paperwork for USDA. • Continue to work with Sen. Voinovich on pending FY '06 funding request of \$677,232.00 • Investigate additional funding opportunities through USDA and ODOA grant programs

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	<p>Sen. Voinovich (\$515K of original \$641K request).</p> <ul style="list-style-type: none"> Completed a prospectus & developed specific proposals Solicited private & corporate entities in OH March 2005 - request for federal FY '06 appropriation has been filed. Discussing FY '05 & '06 OH state funding 	
V. Trade shows, workshops, seminars, missions & related exchanges		
<p><u>OSU's Farm Science Review, Columbus, OH Sept 20-22, 2005</u></p>	<ul style="list-style-type: none"> Reps from Israeli companies (dairy, filtration, and others) will display & demonstrate equipment, & provide info on Israeli technology and R&D. Israeli trade associations and the export institute will provide information materials. Tourism and Agritourism to Israel will be promoted. 	<p>Registered, obtained site, ordered tent, obtained promotional material and giveaways. Continue recruiting Israeli companies Plan for the FSR Plan an Israeli Pavilion reception, obtain OH contact list and send out invitations Press releases</p>
<p><u>IsraFood-Hotex Trade Show, Tel Aviv, Nov 28-30, 2005</u></p>	<ul style="list-style-type: none"> Ohio food companies are being approached to investigate the possibility of a relationship with Israeli counterparts for export from OH to Israel IsraFood-Hotex's food & beverage exhibitions for Israeli & Middle Eastern distributors attracts top food industry professionals, importers, local manufacturers. In IsraFood 2004 we had 12 OH food-related companies (out of the 15 U.S. companies) present in the U.S. pavilion. Currently recruiting OH companies for IsraFood-Hotex 2005. <p>Status:</p> <ul style="list-style-type: none"> Contacted Gilad Shachar/Yossi Barak and received lower registration fee. Contacted the Orthodox Union (OU) and received a Kosher Certified company list in Ohio. Contacted Tim Sword and received feedback on Israfood 2004 to improve on this year's recruitment efforts, and company lists. Started recruiting companies from the Kosher companies list, the list of 12 companies which participated in IsraFood 2004, and the list of ~10 companies that participated in the 2004 Chicago food fair. Currently identified several companies with initial interest. 	<ul style="list-style-type: none"> Follow up with the companies that showed initial interest in IsraFood 2005 and help resolve their concerns. Continue recruiting OH companies from the Kosher companies list. Expend recruitment efforts to the non-Kosher OH food producers list. Seek assistance from U.S. Embassy in Tel Aviv (Yossi Barak/Gilad Shachar) and Ohio Eastern Mediterrean Regional Office (Rick Schottenstein) Identify a key person to represent the OH companies that would not send their own rep to IsraFoods 2005 Issue a press release regarding IsraFood 2005 Negev Foundation to help in follow up w/ interested U.S. & Israeli companies
<p><u>Ohio Trade Mission to Israel February 2006</u></p>	<ul style="list-style-type: none"> The Negev Foundation will sponsor the annual trade mission to Israel, as a farmer to farmer agritourism mission Propose to move it from November 26- December 6, 2005 to Feb. 2006 Started planning the mission with Jerusalem Tours 	<ul style="list-style-type: none"> Determine locations; co-sponsors; funding; site logistics & visits; attendees; speakers; accommodations Publicize at FSR 2005, in trade magazines, contact list, trade associations, 4-6 months in advance. Continue to work with Jerusalem Tours staff

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<u>Kosher Food Production Seminar</u>	<ul style="list-style-type: none"> • Objective: Educate OH food manufacturers as Kosher food producers, to expand the economic opportunity of OH companies to enter the Kosher food market. • A 2-day seminar in 3-4 OH locations, at food processing facilities • Seminars will be scheduled for late fall '05. • Contacted OU Kosher authority (Rabbi Gad Buchbinder) and they have agreed to work with us. • 	<ul style="list-style-type: none"> • Look for sponsorship from Kroger, Giant Eagle, OU, other Kosher authorities (e.g., OK, Star K) • Obtain food company list from Chamber of commerce for the 800 OH food producers. • Target companies that were identified through the IsraFood 2005 as having interest in Kosher certification • Talk to Tom Jackson, Head, OH grocers Association. • Put together the program (sponsored by the Negev Foundation).
<u>Pladot Seminar</u>	<ul style="list-style-type: none"> • Anticipated for early '06 • A 2-day traveling workshop from Columbus to 2 farms in MD that use Pladot MiniDairy processors. • High value added opportunity to dairymen in OH. • Hosted by Pladot. To be sponsored by (?) and the Negev Foundation. 	<ul style="list-style-type: none"> • Rami and Karl to arrange for a preliminary tour of MD Mini Dairy farms for Dairy Farmers of America Mideast Area Council's Chairman and COO, to get their endorsement and support (See Mini dairy processing equipment section above) • Look for sponsors for the Pladot workshops. • Need to meet with Tim Demland/OH Dairy Producers to coordinate Pladot workshops.
<u>Agritech 2006 International Agricultural Exhibition</u> May 9-11,2006 Tel Aviv, Israel Mission	<ul style="list-style-type: none"> • Planning a mission for OH agribusinesses and OH extension people to Agritech 2006 and Agritour to the Holyland. • Received exhibit info from Israel, including promotional materials (brochures), rollup poster, and power point presentation.. • Started working with Jerusalem Tours (Columbus) on planning the tour. 	<ul style="list-style-type: none"> • Will promote Agritech 2006 and the mission in the Farm Science Review 2005 (via handouts, brochures, posters and power point presentation) • Begin to circulate information and to gauge interest from all agricultural sectors in Ohio. • Continue to work with Jerusalem Tours staff
<u>Agritech 2006 American Pavilion</u>	<ul style="list-style-type: none"> • There is an interest in Israel to set up an American Pavilion at Agritech 2006, with American agriculture companies displaying in a catalog booth • OH agriculture companies can present in this booth • A minimum of 10 companies is required, at \$400.00 per company to go ahead with the project 	<ul style="list-style-type: none"> • Start discussions with OH groups to evaluate this kind of participation in Agritech 2006 (Kirk Merritt/ODOD, Rick Schottenstein)
<u>Agritourism to Israel</u>	<ul style="list-style-type: none"> • Offer agritours to Israel as farmer to farmer trips or missions for agribusiness associations and trade organizations. For groups or individuals. • Trips will combine agriculture with tourism, and will be conducted through Jerusalem Tours. 	<ul style="list-style-type: none"> • Work with Jerusalem Tours on specifics. • Ongoing

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