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Ohio-Israel Agricultural Initiative
OIAI
Progress Report
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# THE OHIO-ISRAEL AGRICULTURAL INITIATIVE

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THE OHIO-ISRAEL AGRICULTURAL INITIATIVE
Progress & Results – 2002-2011

EXECUTIVE SUMMARY

The Negev Foundation, working together with government, academic and business entities and growers in Ohio and Israel, launched an effort in 2002 to improve agricultural ties between the two regions. This effort culminated in the establishment of the Ohio-Israel Agricultural Initiative of The Negev Foundation. Since then, we have developed an overview to determine:

• What growers, researchers and the related industries in each region want and need.
• How cooperative efforts can help to address those needs.
• How to best use existing federal, state and private funding programs and which new programs may assist.

Our objectives are to:

• Foster greater collaboration between Ohio and Israeli institutions and companies
• Expand commercial ties and market access in both regions towards increased sales and job creation
• Develop joint R&D activities
• Identify agribusiness ventures based on new technologies and introduce potential investors to these ventures

Building upon our past work and experience, the following projects continue to be pursued as part of our activities:

• Joint Ohio-Israel academic collaboration and applied research, covering topics such as dairy and cattle, and green industry technologies.
• Demo units using Israeli technology and products for training Ohio farmers, e.g., in micro-irrigation and horticulture, on-site dairy processing, calf feeding, and recirculating aquaculture.
• Export of Ohio products to Israel, including feeder calves, cattle genetics, and kosher beef; soybeans and other grains; and processed food products.
• Import of advanced agricultural systems from Israel to Ohio, including mini-dairy processing systems, smart calf nursing stations, drip and micro irrigation systems, and other horticulture and animal husbandry products.
• Joint Ohio-Israel endeavors – e.g., soybean processing facilities, fish vaccine development, manufacturing & marketing, and dairy equipment.
• Collaborative development of aquaculture operations – low tech (open ponds) and high tech (closed systems) facilities.
• Conducting workshops in Ohio in aquaculture, mini dairy processing, kosher certification and marketing, and drip & micro irrigation, horticulture, cattle genetics and ID, and food safety.
• Participating in tradeshows, representing Ohio companies and products in Israel, and Israeli companies and products in Ohio.
• Organizing delegations of agriculture experts from Ohio to Israel and from Israel to Ohio, to exchange technical know-how between professionals in both regions.
• Organizing agriculture educational tours and agribusiness trade missions of Ohioans to Israel
• Internship programs in aquaculture and other agriculture sectors for Ohio students and farmers in Israel.
• Additional trade opportunities in agriculture, food, and alternative energy.

We are continually looking to identify and develop other opportunities for the Initiative in both regions. Although it targets Ohio and Israel, we are designing this Initiative to be expandable and transferable to other U.S. states and neighboring Middle Eastern countries.

Some of the Initiative’s economic achievements to date are summarized below.

Export of Ohio products to Israel, to enhance economic opportunities for Ohio farmers and manufacturers:

• Ralston, a cereal producer with a manufacturing plant in Lancaster, OH, has been exporting six lines of breakfast cereal to Israel through Israel’s A.D.A. Food Imports and Marketing, Ltd. The first order totaled $300,000 (2008). A.D.A. is also importing from Ralston health foods such as snacks, bars, and energy nutrition, and is looking to expand their scope of their imported health food products. A.D.A. declined to disclose information about the scope of their past and present purchases (5/3/11).

• YZ Enterprises, Inc. of Maumee, OH, the producer of Almondina Cookies, exported $40,000 worth of their products to Israel (via Israel’s BlueSquare supermarket chain in 2005 and American Quality Products, Ltd. in 2007, 2008). In May 2011, YZ Enterprises shipped 1-2 pallets of Almondina cookies to Gabi Swisa of Spets Industries in Israel as an initial order, to sell in Tiv Taam Supermarkets Chain (non-kosher chain), Eden Teva Market (organic supermarkets chain) and other stores.

• Sure to Grow/6062 Holdings, LLC found a distributor and exported $2,000 worth of their synthetic hydroponic plant growth substrate to Israel (2010).

• $240,000 worth of Ohio organic spelt grown by Dean McIlvaine, Twin Parks Organic Farm, West Salem, OH, was exported to Israel in 2007. $40,000 worth of organic spelt was exported by Twin Parks Organic Farm to Israel in April/May 2011. Dean McIlvaine was a participant in the Initiative-sponsored Ohio agricultural tour of Israel, and started his exports to Israel upon his return from the mission.

• Solbar, an Israeli company that is the world’s third largest producer of soy protein, purchased $5 million worth of soybeans from Ohio producers in 2006. The amount of soybeans purchased by Solbar from the U.S., and consequently the amount of soybeans purchased from Ohio, increases each year.

• Kinetico Inc. of Newbury, OH, a manufacturer of water treatment equipment, sold $120,000 worth of water softeners and reverse osmosis equipment to Global Environmental Solutions Ltd. (GES) of Akko, Israel and signed a 3-year contract with them (May 2010).

• CBI received an order for green coffee from an Israeli distributor (as a result of IsraFood 2004).

• The pet food manufacturer Bil-Jac Foods of Medina, OH, which the Initiative has encouraged to export to Israel in past years through various trade opportunities, is currently exporting up to 12-14 40,000 lb loads of pet food per year to Israel, with Israel being its fastest growing market (2011).

• The Ohio pet food manufacturer IAMS Company, which the Initiative has encouraged to export to Israel in past years through various trade opportunities, is
currently exporting cats and dogs pet food to Israel via an exclusive distributor (2011).

- Al-Nal Import and Marketing Ltd., a cattle trading company interested in importing feeder calves to Israel and the Palestinian Authority, has made tentative agreements with Ohio cattle farmers & cattle cooperatives to export feeder calves to Israel.
- The Initiative has been helping with the efforts to lift Israel’s BSE ban on beef & live cattle export to Israel.
- The Initiative has been working towards setting up an Ohio kosher slaughtering & processing facility to sell Ohio prime and low grade beef.

Import of advanced agricultural systems and other products from Israel to Ohio and Israeli companies presence in Ohio. The objective is to bring advanced Israeli agricultural technology to Ohio for more efficient farming and added value products, and to establish Ohio companies and manufacturing plants using Israeli technology to add jobs in Ohio and enhance market access for Israel:

- Tefen found an Ohio distributor and has filled several orders worth hundreds of dollars for their fertilizer injectors.
- Pelemix identified potential Ohio distributors and a potential soil-mixing company as a client for its soil-less coco coir-based plant growth substrate, and is currently in negotiations with them to supply Pelemix’ products to Ohio farmers and nurseries (Jan. 2011).
- Autentica/Bactochem Ltd., which developed a DIY genetic traceability molecular kit and software that provides a genetic tool for parenthood authentication in cattle and for increased food safety in beef products, is in discussions with Ohio cattle breeders & farmers and cattle associations towards testing and implementing this product in Ohio (March 2011).
- Hazorea Aquatics, a koi growing and exporting company interested in setting up a closed aquaculture koi production system joint venture using their technology and an Ohio farm’s established distribution system to sell the koi in the U.S., identified two potential Ohio aquaculture farms that are interested in such collaboration, and are pursuing the opportunity (January 2011).
- Amiad Filtration Systems, a company that manufactures water filtration systems for agriculture, identified potential distributors and clients.
- Diversified Imports DIV Company Inc. that supplies air ventilation equipment to the greenhouse industry identified potential distributors and clients.
- The efforts of the Initiative and OSU South Centers in training Ohio farmers and showcasing 10 Israeli companies that offer horticulture products (e.g., water treatment, filtration, meters, valves, flow control, and management; drip & micro-irrigation; fertigation; climate control; and plant growth substrates), resulted in enhanced familiarity of Ohio farmers with such products. This would lead to more sales for the Israeli companies. In addition, it would benefit Ohio farmers and give them an economic advantage through enhanced efficiency of water usage, reduction of fertilizers usage, elimination of water runoff and ground water contamination, and better production and yield.
- OIAI was instrumental in the inception of setting two Ohio marketing and distribution companies (KHV Aquaculture Vaccines USA, Inc. and Kovax USA, Inc.) for Israeli-developed fish vaccines aimed at protecting fish in Ohio and neighboring states from pathogenic viruses, with the potential of manufacturing the vaccine in Ohio.
Hishtil’s sales have increased in the past year (Jan. 11). Hishtil was presented at FSR10 and promoted by OIAI.

Starting on 7/12/2011, S.A.E. Afikim (Afimilk) will operate an Ohio-based company, S.A.E. Afikim USA, Inc., with offices, a warehouse, and a logistics and distribution center in Massillon, OH. S.A.E. Afikim USA Inc. engages services of another Massillon, OH company, and is hiring 5 additional reps for the U.S. $4 Million/year worth of Afimilk merchandise will be passing through Ohio (4/11/11). The Initiative served as a good resource for Afimilk in Ohio, promoted the company in 6 Ohio tradeshows, and showcased their products to Ohioans who participated in Initiative-sponsored missions to Israel.

OIAI is in the process of introducing to Ohio Israel’s Smart Calf Nursing Stations (SNS) for improved calf nursing efficiency.

BACKGROUND

I. HISTORY

In 2002, The Negev Foundation, working with government, academic and business entities, trade associations and growers in both regions, launched the Ohio-Israel Agricultural Initiative in an effort to improve agricultural trade and R&D opportunities between Ohio and Israel. We have been identifying what growers, researchers and related industries in each region want and need, where cooperative efforts can help to address those needs, and how to best elicit funding and other assistance to make it happen. The projects described below have been completed, are in progress, or are planned for the near future.

The Initiative’s core purpose is to develop spin-off projects that can become viable on their own. These projects support and strengthen the Initiative’s core activities.

II. GOALS

• Promote agricultural cooperation between Ohio and Israel through their governments, farmers, research institutions, trade associations and private companies
• Generate commercial exchanges and markets to enhance sales and create job opportunities
• Identify potential agribusiness opportunities for development
• Identify and coordinate joint research and development projects

III. THE REGION

Ohio has a rich agricultural tradition and history. For over two hundred years Ohio has depended on its agriculture to provide jobs and economic growth, to access international markets, and to lay a foundation on which to build other industries. Ohio food and agricultural sectors make up Ohio’s number one industry, employ one out of every seven people in the state, and generate over $98 billion annually. With a growing and competitive international and domestic market, Ohio needs to utilize every agricultural resource that becomes available.

As with Ohio, agriculture is one of the most important aspects of Israel’s economy. Israel grows and produces most of its own food, and exports a significant part of its agricultural output, as well as agricultural technology and products.
Israel and Ohio benefit from a unique agricultural relationship that promises to reward both regions economically. Having world class academic, government, and agricultural research institutions involved makes our Initiative a high quality program. As the Ohio-Israel Agricultural Initiative expands, The Negev Foundation will continue to identify new opportunities and programs for development.

ACTIVITIES

The following describes some of the Ohio-Israel Agricultural Initiative’s activities, past, present and future, project by project.

I. ADVISORY COMMITTEE

As the Ohio-Israel Agricultural Initiative has matured and expanded, the need for oversight and guidance has grown. A bi-national advisory committee was assembled to oversee the Initiative and to help identify new opportunities. The committee members and staff represent growers, government, academia, extension services, businesses, non-profit organizations, and trade associations in Ohio and Israel. The Advisory Committee’s responsibilities are to provide overall direction and feedback on specific projects, trade activities, and the bi-national R&D. The Initiative expects the Advisory Committee to:

• Advise and provide recommendations for enhancements of the OIAI program, including trade activities, current and future projects, trade and educational missions, and joint R&D.
• Lobby and speak on behalf of the OIAI at the State and Federal level.
• Identify funding sources and help in securing funding for the OIAI.
• Promote trade opportunities that benefit both Ohio and Israeli partners.

The advisory committee was chaired by Ohio Department of Agriculture (ODA)’s former Director Fred Dailey, and is currently chaired by Mr. Chris Gibbs. The Advisory Committee Chairperson, in consultation with Negev Foundation staff, speaks for the Advisory Committee and presides over the Advisory Committee meetings.


The Initiative established Advisory Committee sub-committees, each of which is chaired by an Advisory Committee member(s):

• Ways and Means Sub-Committee – helps identify and secure funding for the Initiative
• Extension Affairs Sub-Committee – helps with the Ohio-Israel extension workshops, missions, and other agriculture education activities
• Commercial Agricultural Development Sub-Committee – helps with turning agricultural technologies and developments into commercial opportunities in both regions
• Tradeshows Sub-Committee – helps with the Initiative’s participation in tradeshows in Ohio and Israel
• Government and Public Relations Sub-Committee – helps with the Initiative’s contacts and needs at the State and Federal government level and the media.
• Missions Sub-Committee – helps in planning, recruiting for, and executing the Initiative’s agricultural trade and education missions.
• Academic Affairs and R&D Sub-Committee – helps with R&D programs and other academic related Initiative projects

A sub-group of the Advisory Committee, the Bi-National Leadership Forum, helps the Initiative on an ongoing basis. The Leadership Forum met in Israel on March 2011.

II. BACKGROUND STUDY

The preliminary background study of the needs and opportunities in both regions, completed in 2005, was expanded through work with specific projects. The Initiative constantly evaluates new opportunities for cooperation, based on mutual needs and circumstances in both regions, through continued discussions with interested parties and literature reviews. The Initiative receives input from Israeli and Ohio counterparts, colleagues, consultants and the advisory committee.

III. BI-NATIONAL AGRICULTURAL RESEARCH AND DEVELOPMENT

The Initiative’s Ohio-Israel Joint Agricultural R&D Fund was set up using the Bi-National Agricultural Research and Development Fund (BARD) as a model. BARD, which was founded in 1978, is a competitive funding program for agricultural research jointly conducted by American and Israeli scientists. Most BARD projects focus on increasing agricultural productivity, and emphasize plant and animal health, food quality and safety, and environmental issues. Since 1978, BARD has provided Ohio universities and their Israeli partners with over $4.5 million in grants. Israel’s Agriculture Ministry and BARD officials, hoping to expand the established national program by increasing direct relationships with U.S. states and state universities, expressed interest in Ohio when they learned of this Initiative.

In 2004 and 2005, the Initiative gathered information on the structure and performance, (e.g., areas of cooperation, requests for proposals, application procedures, funding decision mechanisms, Ohio and Israeli review committees, grant administration, coordination with Ohio and Israeli institutions) of other state BARD programs (Texas, Florida, Cornell University, University of Maryland). The Initiative obtained $120,000 in Federal FY 2004 and FY 2005 funding for the new Ohio-Israel R&D Fund. The funding was insufficient to start a new state BARD program, which requires a minimum of $250,000 a year for three years from both sides. Therefore, it was decided to use the money as the Initiative’s Ohio-Israel Joint Agricultural R&D Fund.

The Ohio-Israel Joint Agricultural R&D Fund was open to farmers, for-profit and non-profit organizations, local governments, and educational institutions. Requests for proposals (RFP) for funding were placed on The Negev Foundation’s website on May 13, 2005. The deadline for applications was July 15, 2005. After receiving the final proposals, the Initiative, with input from the R&D Review Sub-Committee of the Initiative’s Advisory Committee (John Stevenson, Chair), selected the four proposals that best fit the Initiative’s objectives and program. On August 15, 2005, the Initiative submitted the funding request to the USDA, and obtained approval. The Advisory Committee approved the funding at its September, 2005 meeting.
Principal investigators (PI) of each proposal were notified about grant awards on October 17, 2005. The PIs were given the Initiative’s guidelines regarding progress and financial reporting. All research activities were started on November 1, 2005. Three of the four R&D grants were awarded for two years, and one (Greenhouse) was awarded for one year. The projects selected for R&D were:

- Functionality of Soy Saponins in Bread
- Export of American Beef Cattle Genetics and Novel Artificial Insemination Techniques to Israeli Cattlemen
- Microbial Ecology of Compost Induced Plant Disease Suppression
- Feasibility of Commercial/Demonstration Israeli Greenhouse Production Facility in Ohio

A. Functionality of Soy Saponins in Bread

Co-investigators Dr. Yael Vodovoz, Department of Food Science and Technology at The Ohio State University (OSU); Dr. Zohar Kerem, Institute of Biochemistry at The Hebrew University of Jerusalem; and Dr. Steven J. Schwartz, Department of Food Science and Technology at The Ohio State University worked on developing accurate and sensitive procedures to determine the presence of saponins in soy, simulated digestive systems and soy bread. Saponins, phytochemicals present in soy, have been shown previously to lower serum cholesterol levels in a variety of animals including humans. The researchers’ overall objective was to evaluate the functionality of soy saponins in bread and their influence on lipid metabolism. Specifically they aimed to:

1. Develop a highly acceptable saponin-enriched soy bread
2. Optimize the analytical procedures required to accurately and sensitively determine soy saponins and their products in bread and in intestinal fluid or excretions
3. Perform an in-vitro investigation of the bioavailability of these saponins

The group studied the bioavailability of these saponins and their potential to reduce cholesterol levels and the absorption of fat, towards producing a highly acceptable saponin-enriched fat/cholesterol lowering soy bread.

During the 2-year program, the researchers:

- Developed a highly acceptable soy bread with up to 0.5% soy saponins (a 500% enrichment compared to traditional soy bread).
- Developed a reproducible methodology for the extraction of saponins from soybeans, chickpeas, and processed soy products.
- Optimized the analytical procedures required to accurately and sensitively determine the presence and quality of soy saponins and their products in soy containing foods and bread.
- Chose the protein-rich Hadas chickpea cultivar for continued study since it is high in healthy saponins and suitable to the Negev soils and climate.
- Succeeded in isolating three individual saponins from Hadas chickpea seeds.
- Found large variability in the saponin contents of soybean seeds tested, ranging from <1% to 3%.
- Performed a preliminary in-vitro investigation of micellar uptake of cholesterol with and without saponins (with the help of Dr. Mark Failla), which showed a dramatic 20% reduction
of cholesterol uptake in-vitro in the presence of saponins. No cytotoxicity was detected when cultures of differentiated Caco-2 cells were exposed to 185 uM saponin, and an 8% inhibition of cholesterol was observed with saponins (compared to 21% of phytosterol).

• Based partly on the results of the Initiative-funded OSU/Hebrew University bi-national research on soy saponin in bread, the same bi-national research team applied for a BARD (Israel-U.S. bi-national agricultural R&D) funding for a follow-up, broader study titled “Do saponins present in model systems and legume bread modulate cholesterol absorption in vitro and in vivo?”. On 5/25/07 the team was awarded a grant of $360,000 for 2007-2009 to research this topic. Thus, this bi-national R&D grant was instrumental in obtaining BARD funding involving the original team of researchers as well as two additional key members.

The project was concluded on April 30, 2008.

The expected benefit of the project is that the addition of soy products to bread will enhance its nutritive qualities, increase soy consumption, and result in a value-added product for soybean growers and processors in Ohio.

B. Exporting American Beef Cattle Genetics and Novel Artificial Insemination Techniques to Israeli Cattlemen

Co-investigators Gene Steiner, Livestock Consulting/Management Services, GSM Inc., Ohio; Fernando Silveira MV, College of Veterinary Medicine, The Ohio State University; Meori Rosen, Ph.D., Chief Extension Scientist – Beef Production, Israel Ministry of Agriculture; and Benny Sharir, DVM, Large Animal Practitioner, Hachaklait, Israel combined their efforts and expertise to help Israeli beef producers address their concerns about the health, wholesomeness, and performance of the cattle they import from other countries as well as the local supply. As an alternative to exporting live Ohio feeder calves, which was impossible due to the BSE ban on beef and cattle imports to Israel, cows in selected farms in Israel were brought to heat and inseminated with quality semen from selected Ohio superior bulls.

As part of this project, the Ohio researchers, Gene Steiner and Fernando Silveira, MV, visited Israel in September 2005 to select, with the help of their Israeli counterparts, cattle ranches that would participate in the program. The Israeli researcher, Benny Sharir, DVM, visited Ohio in January 2006 to inspect the bulls. In November 2006, Gene Steiner and Fernando Silveira, MV, went to Israel to artificially inseminate the designated Israeli cows with semen from the three selected Ohio sires (Hereford, Black Angus, and Red Angus virgin Ohio native bulls). A total of 640 beef cattle cows, and about 254 dairy cows were inseminated. The calves were born in September/October 2007, raised and then slaughtered.

Data was recorded and analyzed throughout the cycle. All resulting calves were compared to control calves in properties and market value in order to identify high-value Ohio cattle genetics for export to Israel. Even though no significant differences were found in the recorded parameters between the test cattle and controls, the meat quality seemed to be better in the cattle that had received the Ohio genetic traits.

The export of cattle genetics (sperm and possibly frozen embryos), along with some novel artificial insemination and estrus synchronization techniques from Ohio to Israel opened up an
alternative new market for Ohio feeder calf producers and cattle breeders exempt from the BSE ban.

The project received significant coverage in the Israeli and U.S. media due to its commercial and food potential.

C. Microbial Ecology of Compost Induced Plant Disease Suppression

Co-investigators Dr. Yitzhak Hadar, Department of Plant Pathology and Microbiology, Faculty of Agricultural Food and Environmental Quality Sciences, The Hebrew University; Dr. Frederick C. Michel, Jr., Department of Food, Agricultural and Biological Engineering, The Ohio State University – Ohio Agriculture Research and Development Center (OARDC); and Dr. Dror Minz, Institute of Soil Water and Environmental Sciences, Agricultural Research Organization, Bet Dagan, Israel, joined forces in an effort to combat plant diseases naturally. They used state of the art microbiology techniques to study the structure, function and changes in the compost-related microbial communities involved in a plant disease control mechanism based on composts which, when incorporated into potting media, can induce plant systemic resistance to foliar pathogens and suppression of soil-borne plant pathogens.

The researchers made progress towards better understanding the relationship between microbial communities and compost-induced suppression of plant disease. A natural, compost-based product or process that inhibits plant diseases without the need to add fungicides or other biocides has the potential to replace peat in greenhouse agriculture, and would benefit Ohio greenhouse plant growers.

The project was concluded on April 30, 2008.

D. Feasibility of Commercial/Demonstration Israeli Greenhouse Production Facility in Ohio

Israel, a world leader in agricultural technology, has developed state-of-the-art greenhouse technology. Ohio agriculture is turning towards more greenhouse technology for edibles and ornamentals to obtain high value added agricultural products in and out of season, and is looking into the possibility of incorporating Israel’s greenhouse technology and products. Investigator Mary Donnell, MS, MBA, President of Donnell & Associates, Ltd., Bowling Green, Ohio, in collaboration with Ohio and Israeli greenhouse experts, performed an initial feasibility study which may lead to setting up a full turnkey Israeli greenhouse in Ohio for demonstration, research and production.

During the grant period the researcher:

• Performed literature search and gathered company information for a pre-feasibility study of an Ohio greenhouse growing profitable crops using Israeli greenhouse technology
• Evaluated the best site for the Ohio greenhouse
• Concluded that herbaceous perennials, propagative materials (young plants), specialty lettuces, herbs, and miniature vegetables appear to be the most profitable crops to grow
• Demonstrated that greenhouse companies in Israel are recognized leaders in the industry and have been very successful in marketing products throughout the world
Determined that the Israeli technologies that can be incorporated into an Ohio greenhouse include: irrigation and water management systems, plastic products and films, greenhouse designs, climate control systems and automated systems.

A comprehensive report about the first phase of the feasibility study was issued by Ms. Donnell.

Development of high value-added, high efficiency and high product yielding greenhouses in Ohio for edibles and ornamentals based on advanced greenhouse technologies and methodologies from Israel will benefit both regions.

IV. **TRADE and TECHNOLOGY TRANSFER**

IV.A. **Ohio Export and Technology Transfer to Israel**

1. **Ohio Soy Export to Israel**

Ohio is a major grower of top quality, high protein content soy and can export both GMO and non-GMO soybeans. Several Israeli soy consuming industries are interested in importing soybeans from Ohio.

Solbar, a large Israeli soy protein and isoflavone manufacturer, wanted to purchase large amounts of non-GMO soybeans ($50-$60 millions annually) for extrusion and soy isolates and was looking to Ohio as one of its potential sources. A delegation of representatives from the Ohio Soybean Council and Ohio soybean farmers met with Solbar officials in Israel in March 2006, to discuss Ohio soybean export to Israel during the Initiative’s Farmer-to-Farmer mission to Israel. Solbar then sent an RFP to the Ohio Soybean Council for the import of up to 48,000 metric tons of non-GMO soybeans from Ohio to Israel in 2007, along with the respective specifications. The Ohio Soybean Council met to hear the Israel mission delegates’ report and further discuss the possibility of soybean export to Israel. The Ohio Soybean Council sent two more delegates to Israel on the Initiative’s May 2006 agribusiness mission for further meetings with Solbar’s top management and for a tour of the facility. Solbar proposed to work directly with Ohio soybean farmers, eliminating a costly middleman, thus increasing income for both Solbar and Ohio farmers. The Ohio Soybean Council took on the task of investigating the financial and logistical feasibility of such a move. In May 2006, with the Initiative’s coordination, Solbar’s General Manager visited Ohio and met with Initiative staff, Ohio soy growers, Ohio Soybean Council staff, and soy source companies, including HAPI-Ohio/Honda, to further discuss soybean business opportunities between Ohio and Solbar.

In 2006, Solbar purchased $5 million worth of soybeans from Ohio producers. The amount of soybeans purchased by Solbar from the U.S., and consequently the amount of soybeans purchased from Ohio, increases each year.

Shemen, a major Israeli producer of oil and other food products for human consumption, was interested in importing non-GMO soybeans from Ohio. Negotiations between Ohio Soybean Council members and Shemen’s CEO were initiated during the Initiative’s May 2006 agribusiness mission to Israel.
Two Israeli feed mills, Ambar and Zemach, were interested in importing GMO soybeans from Ohio for use in their animal feed products. Initial discussions were held in May 2006 between representatives of the Ohio Soybean Council and top management of the Israeli companies during the Initiative’s May 2006 agribusiness mission to Israel.

2. Ohio Feeder Calves, Kosher Beef, and Cattle Genetics Export to Israel

Israel does not have sufficient domestic calf production to meet its rising demand for fresh beef. Israel imports approximately 150,000 feeder calves annually, many of them 200 to 330 pound Holstein bulls. Preferred breeds are Simental, Hereford and Charolais crossbreds. Many of Israel’s feeder calves have come from Eastern Europe or Australia. Poland was the largest supplier prior to the discovery of BSE in their herds. Currently, Australia is the major source of feeder calves to Israel. With growing concerns about the health, wholesomeness and performance of the cattle they import, Israeli producers have been seeking new feeder calf suppliers. They have been looking for U.S. sources, however, following BSE reports from the U.S., Israel banned all U.S. beef and live cattle imports.

The Initiative issued a report titled “Exporting Ohio Feeder Calves to Israel: Developing a New Market for Ohio Producers” in October 2004. This report explains the needs, opportunities, and constraints of the project.

On April 4, 2005, a trade mission of 19 Israeli cattlemen traveled to Ohio for a three-day visit. The fact-finding mission was planned by the Israeli Beef Breeders Association. The Israeli cattlemen visited Ohio farms and feedlots. They also visited herds in several other states. The visit gave potential Israeli buyers a better understanding of the U.S. and Ohio beef and dairy cattle production systems, live cattle export processes, and animal health issues.

In June 2005, Dr. Moshe Chaimovitz, Director of the Israeli Veterinary Services and Animal Health, came with an Israeli delegation to visit Ohio, as part of their U.S. mission. The delegation also visited the U.S. Federal Veterinary Services offices and labs. The objectives of the mission were to check the status of BSE in the U.S., discuss the import of beef and live calves to Israel and explore the possibility of collaboration between the U.S. and Israel in dealing with biological terror in animals and food. During their Ohio tour, the Israeli delegation met with Fred Dailey, the then Director of the Ohio Department of Agriculture, and also with officials at the State of Ohio Veterinary Services. The delegation visited calf feeding farms, a regional feed mill, and a slaughterhouse in Ohio. The Israeli delegation concluded that, after completing the U.S. Federal cattle identification plan, which was scheduled to start in 2006, it would be feasible to import cattle and beef from Ohio to Israel. However, this would depend on the veterinary protocols that will be determined by the U.S. and Israel, taking into consideration the status of BSE in these countries as per the decision of the O.I.E. in Paris in May 2006.

As import of Ohio beef and feeder calves to Israel is not currently allowed, the Initiative has decided to embark on a different endeavor and approach; improving the cattle genetics of the Israeli cattle herds with Ohio cattle genetic material. Bull semen is unaffected by the current ban by Israel on beef imports. A plan had been developed to export Ohio beef genetics (i.e., semen) to Israel. The plan featured some novel artificial insemination, implant and estrus synchronization techniques that can increase early-season pregnancies and produce more
uniform calves (See section III. Bi-National R&D, 3rd project, for a full description of this project).

Ohio bull semen has also been offered for sale to the Israeli cattle farmers by an Ohio cattle breeder.

In addition, efforts have been made to contact key people in Israel, Ohio, and Washington, DC to re-evaluate lifting the ban on the importation of feeder calves to Israel.

At present, Israel and the U.S. are still in negotiations regarding allowing export of feeder calves from the U.S. to Israel. The health protocols for live cattle have been approved by APHIS, and are in the hands of the Israeli Veterinarian Services for review and approval. Israel’s Veterinarian Services has sent a questionnaire with a long list of questions to APHIS, and awaits APHIS’ response (4/26/11).

In the meantime, the Initiative identified 3 groups in Israel that are interested in importing feeder calves from Ohio to Israel. One group of cattle traders from Israel and the Palestinian Authority (Al-Nal Import and Marketing, Ltd.) visited Ohio in April 2010 to learn first hand the Ohio feeder calves operations as it relates to potential export to Israel. They met with key Ohio cattle farmers and cattle cooperatives, and made tentative agreements with them to export feeder calves to Israel once the BSE ban is lifted. Reps of the 2 other groups (Tnuva and Dabah) met with the Initiative leadership and Advisory Committee Chairman in Israel (Tnuva in January 2010 and Dabah in March 2011).

As for the import of kosher beef from Ohio to Israel – the largest cattle slaughterhouse in Ohio is currently looking into the possibility of turning it into a kosher slaughtering and processing facility. The Initiative identified two Israeli beef traders that showed initial interest in importing large quantities of kosher beef from Ohio to Israel and were looking for an Ohio kosher slaughterhouse and kosher processing facility. However, the amount of beef that the Ohio slaughterhouse can produce each week is not sufficient to make the operation economical for the Israeli importers.

In addition, the health protocols for export of beef from the U.S. to Israel are at an impasse, as Israel requires beef to be of <48 month old cattle, and if the beef is of >48 month old cattle, Israel requires testing and proof that the cattle is free of BSE (as per the OIE). The U.S., however, does not want to put an age limit on beef export (4/26/11).

The Initiative plans to contact major U.S. kosher beef processors and find out if they are interested in combining forces with the Ohio slaughterhouse to turn it into a kosher slaughterhouse, process the kosher meat there, and distribute it through their kosher distribution network.

3. Ohio Hardwood Export to Israel

Israel, with limited domestic forests, imports the bulk of its hardwood. Ohio supplies many species of hardwoods as both raw products (logs, boards) and secondary products (veneer, doors, construction materials). American wood in general has a good reputation but is more expensive in the Middle East.
In recent years, Israel’s furniture manufacturing has become a $1 billion a year industry. About half of the hardwood is used in furniture manufacturing, and another 30% is used for joinery. Israelis import about $250 million worth of furniture annually. Israeli manufacturers export only about $30 million worth of furniture, which has recently slowed due to increasing internal demand, fueled by large influxes of immigrants.

Israeli furniture manufacturers can offer an advantage to Ohio because Israel is the only country that has free trade agreements with both Europe and the U.S. There still is a large unexplored potential for export, and many Israeli manufacturers have surplus production capacity and are looking for options for a merger with strategic partners abroad.

In 2004, the Initiative developed a prospectus describing opportunities and constraints, and started exploring export opportunities for Ohio and possible joint ventures with Israeli furniture companies and cabinet manufacturers, especially for veneer. The Initiative’s efforts in 2005 focused on identifying Israeli hardwood importers and Ohio exporters. Discussions were held with the Ohio Forestry Association, Israel Chamber of Commerce, and specific companies in Ohio and Israel. Hardwood transportation costs were evaluated and found to be reasonable. The specifics on what Ohio producers can provide and what Israelis need were reviewed. The most desired hardwoods in Israel are veneer and saw logs.

A list of Ohio timber exporters was obtained. Several Ohio exporters were approached and showed interest in the export program. Interested Israeli companies and importers were also identified. Specifications received from Israel were forwarded to sawmills in Ohio. A general price quote of Ohio hardwood for export to Israel, based on the specifications from the Israel, was sent to Israel. Negotiations between an Ohio exporter and an Israeli importer were initiated. If an agreement is reached between the Israeli and Ohio entities, the Initiative will help in looking for funding to help with the shipment of a hardwood sample to Israel.

4. Ohio Honey Export to Israel

Ohio honey producers make about 1.4 million pounds of honey per year. Israelis consume about 3,500 metric tons of honey per year, or 0.5 kg per capita. This is about one-third to one-half of what is consumed in the U.S. or Europe. One reason for this difference is the way Israelis consume most of their honey. They consume it directly and not by way of processed foods, as honey is not greatly utilized by Israel’s food processing industry. Israel’s honey market has not grown much despite aggressive marketing by Israeli producers. Import quantities depend on how much honey Israeli producers make. In years with rainy winters, more honey is produced locally and less is imported. Most honey is imported from Bulgaria or Hungary, it is low quality, and is sold to producers/wholesalers, who repackage it.

In 2004, the Initiative drafted a prospectus describing opportunities and constraints regarding Ohio honey exports to Israel. Israelis will pay more for premium food items, so there may be a potential market for quality honey. Israel is not a big honey consumer and has an irregular import market, in part because of import tariffs to protect agriculturally important bees.

There was no further progress on this project. If the import tariff is lowered, the Initiative may reactivate this project.
The Israeli pet food market, over $60 million and growing, relies largely on imports. U.S. companies are the largest source of those imports. There appears to be good market potential for Ohio or any pet food company interested in pursuing this growing market. In 2004, a prospectus describing opportunities and restrictions regarding pet food export to Israel was prepared and reviewed in Ohio and Israel.

The Initiative’s efforts in 2005 and 2006 focused on finding out to what extent Ohio companies are already exporting pet foods to Israel, and to what extent these companies will be interested in pursuing or expanding this market. Two Ohio pet food companies, IAMS and Bil-Jac, showed an initial interest in exporting pet food to Israel and one Israeli pet food importer has expressed specific needs.

The project was then put on hold, since Israel’s chief veterinarian Dr. Chaimovitz did not allow import of pet food from the U.S. to Israel due to a concern of animals’ protein tainted with BSE (10/27/08). However, there was pressure by companies that produce pet food to open the gates for U.S. export of pet food to Israel. New information from Israel (5/17/11) revealed that the pet food protocols were changed and the new ones were signed by Israel and the U.S. Thus, it is currently possible to import pet food from the U.S. to Israel. The requirements are that the U.S. exporting company has 2 Health Certificates signed by APHIS - A Health Certificate that certifies the manufacturing plant and a Health Certificate that certifies the product.

The pet food manufacturer Bil-Jac Foods of Medina, OH, which the Initiative has encouraged to export to Israel in past years through various trade opportunities, is currently exporting up to 12-14 40,000 lb loads of pet food per year to Israel, with Israel being its fastest growing market (5/17/11).

The Ohio pet food manufacturer IAMS Company, which the Initiative has encouraged to export to Israel in past years through various trade opportunities, is currently exporting cats and dogs pet food to Israel via an exclusive distributor (2011).

Israel is looking to the U.S. in its search to import show and race horses. Horse shows are becoming a popular activity in Israel. The Israelis are interested primarily in quarter horses, Andalusian, and Atzeka horses, as well as Frisian varieties. Israel was planning on building two new racetracks for thoroughbred racing, and was seeking to import several thoroughbred varieties from the U.S.

Ohio has several thoroughbred breeders. The Initiative tried to identify Ohio farms that have show horses for sale that fit the Israeli needs. However, so far no matches were made between the Ohio supplies and the Israeli needs.

Ohio is looking to import U.S. popcorn to Israel. The Israeli pet food market has a growing demand for high-quality popcorn products. Several Ohio popcorn companies have expressed interest in entering the Israeli market, with the potential for significant sales in the future.

The Initiative has been working with these companies to explore the potential for export to Israel, understanding the needs and preferences of the Israeli market.

The project was placed on hold, as there was uncertainty surrounding the import regulations and requirements. However, with new information emerging, it appears that imports from the U.S. are now possible with the required certifications from APHIS. The Initiative is currently looking into the specific requirements for exporting popcorn to Israel, including any restrictions or permits that may be needed.

The Initiative has identified several potential partnerships with popcorn manufacturers in Ohio to explore the feasibility of exporting to Israel. These companies are interested in learning more about the Israeli market and the potential for growing sales there.

The Initiative is also looking into the feasibility of organizing trade missions to Israel, which would allow Ohio popcorn manufacturers to directly engage with potential buyers and understand the market better.

In conclusion, the potential for exporting popcorn from Ohio to Israel presents an opportunity for both the U.S. and Ohio companies. With the current regulatory changes and market demand, the Initiative is optimistic about the prospects for future exports.
Ohio has a number of popcorn growers and manufacturers. Most of them are centered around Marion, Ohio. Some of these popcorn companies sell bulk popcorn, and others sell microwave-ready popcorn as well.

Several Israeli food importers, through direct contact with the Initiative, expressed interest in importing microwave popcorn from Ohio. Even though a kosher product is preferred, the importers will take care of the kosher certification process if the product is non-kosher.

The Initiative contacted Ohio popcorn producers, and has identified six Ohio companies that were interested in exporting microwave popcorn to Israel. The Initiative made the first contact between the Israeli importers and the Ohio producers. This was then followed by direct negotiations between the Israeli importers and Ohio producers. To date, no trade activity resulted from these efforts, but the Israeli need still exists.

8. Ohio Cereal Export to Israel

Ralston (Ralcorp Holdings, Inc.) is a major U.S. producer and exporter of breakfast cereals, headquartered in St. Louis, Missouri. It has a large production facility in Lancaster, Ohio. The Initiative contacted Ralston about the possibility of exporting their cereal products to Israel. Ralston was highly interested, and negotiated with a major Israeli food importer (Avi Zinger). Once the negotiations reached a dead end, another Israeli importer, A.D.A. Food Imports and Marketing, Ltd., of Herzliya, Israel, expressed interest, and eventually signed an agreement with Ralston to import its cereal to Israel. On February 2008, the first order of cereal, valued at $300,000, was shipped to Israel, and was being sold in all the major supermarket chains in Israel under the trade name “Monday”. It was distributed by Guri Import and Distribution, Ltd., of Rishon Lezion, Israel. Six lines of cereal were sold: Coco Crunchies, Cookies, Berry Mix, Raisin Bran, Honey Nut, and Start. A.D.A launched a major campaign on TV to promote the cereals. This imported cereal had to compete in the supermarkets with other imported cereals such as Kellogg’s and Nestle. As of January 2010, the cereal was still being sold in Israel, and A.D.A. Food Imports and Marketing, Ltd. was negotiating with Ralston to expand their line of imported products.

Currently, in addition to cereals, A.D.A. is importing from Ralston health foods such as snacks, bars, and energy nutrition, and is looking to expand their scope of imported health food products. A.D.A. declined to disclose information about the scope of their past and present purchases (5/3/11).

9. Ohio Cookies Export to Israel

Almondina cookies, a product of YZ Enterprises of Toledo, OH, is a high quality almond cookie line. The product has an 8 months shelf life, and is a relatively high-cost product. YZ Enterprises was interested in exporting their product line to Israel. The Initiative helped Almondina in their efforts of introducing their product to Israel via representation in IsraFood 2004 tradeshow. As a result of their participation in IsraFood 2004, YZ Enterprises, Inc. made contacts in Israel, found and contracted with a new distributor, received one order in August 2005 and shipped it to Israel, with the hope of penetrating the Israeli market. The importer, Israel’s Blue Square supermarkets chain, imported about $20,000.00 worth of Almondina cookies in their first order. Blue Square distributed the product among all its supermarkets.
throughout Israel. Being a high end product, it sold well in the effluent areas of Israel but poorly in the low income regions. Blue Square discontinued the import arrangements, as they looked at the overall average sales.

The Initiative then helped Almondina to pursue their efforts of introducing their product to Israel via representation in the American Month selection process, and through direct contacts with Avi Zinger of American Quality Products (AQP). Avi Zinger, a major Israeli importer, selected Almondina cookies as one of his American products to import and distribute in Israel. A pilot shipment ($6,500.00 order) of Almondina cookies was sent to Israel (6/12/07) to test it in several Israeli stores, along with a respective promotion drive. A total of 3 shipments of cookies (including the pilot shipment) were sent to Israel, totaling about $20,000.00 (6/17/08). Almondina had to compete with lower cost local products in the Israeli market, which made it hard to sell, and Avi Zinger did not put any further orders in (1/23/09).

The Initiative then introduced YZ Enterprises to Uzi (Yaoz) Peretz, Private Label Manager, Shufersal Ltd., at the Midwest Buyers Mission in Cleveland, OH, on 7/21/09. Mr. Peretz met with YZ Enterprises’ owner to discuss export to Israel. The Israeli buyer was interested in testing the product for Shufersal’s import. As a result of testing the product, Shufersal expressed initial interest in the product, but eventually declined (2/16/10).

The Initiative is helping YZ Enterprises in identifying a niche market for their products in Israel, and gave the company a list of potential Israeli importers, distributors and clients. As a result, Yuval Zaliouk of YZ Enterprises met with Gabi Swisa of Spets Industries in Israel on 5/11/11. They decided on a test shipment to sell the Almondina cookies in Tiv Taam Supermarkets Chain (non-kosher chain), Eden Teva Market (organic supermarkets chain) and other stores. YZ Enterprises shipped an initial order of 1-2 pallets of Almondina cookies to Spets Industries in May 2011.

10. Ohio Export to Israel – Other Food Products

The Israeli society is open and ready to buy and consume foreign food products. The Initiative has a large database of Ohio food producers. The Initiative can be the mediator between the Ohio food producers and Israeli food importers. The Initiative researches market needs in Israel for specific food products, through contacts with the U.S. Embassy in Tel Aviv, the Ohio Department of Development (ODOD) office in Tel Aviv, and several major Israeli food product importers. Once specific Israeli market trends and needs are determined and identified, the Initiative looks for Ohio producers that are interested in exporting these food products to Israel (ongoing).

11. Ohio Gardening Equipment and Machinery Export to Israel

The Initiative received a request from Israel (Yossi Barak, US Embassy in Tel Aviv) to find Ohio companies that are interested in exporting gardening equipment and machinery to Israel, for a major Israeli importing company. The Israeli company sells sophisticated and advanced pesticides and fertilizers. They were looking for a new niche of products to distribute in Israel related to gardening: Gardening machinery and equipment, such as lawn mowers for private, municipal and public gardens, robotics for swimming pools, equipment for gardeners, etc. On 1/22/07 Sarah met with ODOD reps Scott C. Kuehn, International Business Liaison, Office of
Business Development, Economic Development Division, ODOD and with Ryan S. Miller, Trade Advisor, International Trade Division, ODOD, and presented the project. Ryan Miller offered to help in recruiting Ohio companies for the project. On 1/23/07 Ryan Miller, ODOD, issued a request throughout Ohio’s ODOD reps for companies that have such products and are interested in exporting to Israel. On 3/12/07 Ryan Miller, ODOD, compiled and gave the Initiative a list of five Ohio companies interested in exporting gardening equipment to Israel. These companies have all been identified as potential matches for the Israeli importer, and were contacted by the regional trade advisors of the Ohio Department of Development. The five companies were:

- Toolite Inc. (www.toolite.com) - Gardening tools
- QPI Tools Inc. (www.qpitools.com) - Gardening hand tools
- Rough Brothers Manufacturing (www.roughbros.com) - Manufactures greenhouses, conservatories, and related structures for growers
- Venture Products (www.ventrac.com) - Builds lawn tractor equipment
- MTD Products (www.mtdproducts.com) - Lawn tractors

The information about the above 5 Ohio companies was forwarded to the Israeli importer for his follow up. No trade activity occurred so far.

12. **Ohio Organic Spelt Export to Israel**

Dean McIlvaine is the owner and operator for over 35 years of an 800 acres organic grain farm, Twin Parks Organic Farm, in West Salem, OH. He grows food grains, soybeans and spelt and processes all of his own grains. His farm had a packing, processing, cleaning and bagging operation, which enables him to sell directly to food processors. Dean attended the Initiative’s February 2007 agricultural mission to Israel. While on the mission in Israel the Initiative helped him explore the Israeli needs for organic spelt. Upon his return to Ohio, Dean shipped $240,000 worth of organic spelt to Israel (2007). In addition, Dean McIlvaine exported $40,000 worth of organic spelt from his Twin Parks Organic Farm to Israel in April/May 2011.

IV. B. **Israeli Export and Technology Transfer to Ohio**

1. **Automatic Calf Feeder System – The Smart Nursing Station (SNS)**

The Israeli-built Smart Nursing Station (SNS) is in use on several Israeli dairy farms. During a visit to Israel, Ohio cattlemen had a chance to observe this automatic calf feeder system first hand. Their interest in this product has led the Initiative to examine its potential in Ohio and eventually in all of the U.S. The device utilizes American, Dutch and Israeli components combined with Israeli software. The system senses the entry of calves into chutes, monitors intake, maintains records and prevents overfeeding of young calves. Gavish Control Systems, Ltd., the Israeli manufacturer, has expressed interest in establishing a U.S. operation in Ohio for engineering, software development and marketing.

Four Israeli farms that utilize the Smart Nursing System were visited by the Initiative’s consultant in August 2005 and were found to be operating efficiently. The Smart Nursing System was presented at the Israel Agriculture Pavilion at the Ohio Farm Science Review exhibition in September 2005, 2006 and 2007. Its potential was explained to interested Ohio
farmers by the Initiative’s representatives. A promotional video of the SNS was produced and made available to anyone expressing an interest in the system. The SNS system was demonstrated in Israel to Ohio delegates who participated in the Initiative’s various agricultural trade and education missions to Israel. In addition, Mr. Chris Gibbs, Chairperson of the Initiative’s Advisory Committee, saw first hand the SNS system in Kibbutz Revivim in Israel in January 2010.

In 2006, The Negev Foundation signed an exclusive agreement with Gavish Control Systems Ltd., Israel, for the rights to the software as well as the exclusive rights for the manufacturing, sale and distribution of the system in North America. There is no similar calf nursing system currently available anywhere in North America that replicates the efficiency, economy, and value of this system.

The SNS software has been converted from the Hebrew DOS base to a multilingual Windows base to fit the U.S. market. The converted SNS system was adjusted to Ohio calves and farm practices. Mr. Shimon Ben-Kenaan, the Israeli SNS inventor, visited Ohio in August 2006, bringing with him the converted U.S. software. He visited potential Ohio test farms to help determine which farms could be used as test sites, and met with OSU researchers who could be responsible for designing the tests and analyzing the results.

Testing was planned to be done at farms that raise their calves in pens. Each SNS system can operate three stations (two stations per system were to be used in the testing). Every station can feed up to 50 calves. The planned test was to compare the current standard method of raising calves in individual cages in Ohio with raising calves in pens using the SNS system. The test was to compare the health of the calves, consumption of milk replacer, days to weaning, and other factors. The Initiative was looking for dairy farms to test the SNS system and had negotiated with several farms. To date, no agreement was reached.

The current plan is to identify a farm that will be interested in purchasing and using the SNS system, and serve as a Demo Unit destination to other Ohio farmers that might be interested in purchasing the system.

Long term plans are to find an interested U.S. partner to be the distributor of the SNS system in the U.S., or to create an Ohio entity to market the SNS product in the U.S.

2. **Mini Dairy Processing Equipment – Pladot**

An Israeli dairy processing manufacturer, Pladot, based in Kibbutz Ein Harod Meuhad, produces small-scale, on-site dairy processors for cheese, yogurt, butter, etc. Pladot, which sells turn-key projects, markets worldwide and had sold their processors elsewhere in the U.S. Pladot was interested in expanding their sales to include Ohio.

Ohio has more than 3,780 milk producers, ranking 5th nationally in total number of dairy farms. At least 43 of these farms have more than 450 cows per farm. The average dairy farm size in Ohio is 68 cows. About 6-8 Ohio farmers have used other on-site dairy processors. The Pladot Mini Dairy can be used by Ohio dairy farmers to process their milk for added-value products and market these products to grocery stores, wholesalers, and other outlets. They can also sell the
products on-site. Potential users of the Pladot Mini Dairy also include Amish dairy farms, kosher dairy product producers, and co-ops.

The Initiative helped Pladot make contacts and find potential clients in Ohio. The Initiative surveyed four U.S. farms outside of Ohio that owned and operated the Pladot Mini Dairy. All farms were pleased with Pladot’s products and services. In September 2005, Pladot Mini Dairy’s marketing manager, Mr. Rafi Shamir, visited Ohio and participated in the Israel Agriculture Pavilion at the Ohio Farm Science Review, where he had a lot of interest in the system. Mr. Shamir met with leaders of Ohio dairy trade associations, the Ohio Department of Agriculture’s Director and staff, dairy equipment distributors, and potential dairy farmers clients. With the Initiative’s help, Pladot followed up on these contacts. In addition, the Initiative supplied Pladot with initial contact information for grant resources for customers, and offered to assist with any further needs. An agreement was reached between Pladot and the Initiative regarding the working relationship between the two groups.

Rafi Shamir of Pladot came to Ohio again in January 2006. He visited with several interested dairy farmers throughout Ohio. In addition, he gave a presentation about the Pladot Mini Dairy to the OSU Dairy Working Group at their January 25, 2006 meeting in Wooster. This group includes OSU professors who specialize in dairy, and OSU county extension educators. The OSU extension educators then approached local extension agents and dairy farmers in the hope of identifying interested clients. Mr. Shamir also gave a presentation to Wayne County dairy farmers and juice producers later that day. The next day Mr. Shamir promoted the Mini Dairy had in a booth at the North Central Ohio Dairy Grazing Conference in Wooster, Ohio, which had over 300 in attendance. The Initiative participated in all of these activities and helped promote Pladot. As a result of these presentations, more Ohio farmers who were interested in the Mini Dairy were identified. The Initiative helped in the follow-up of contacting these farmers for Pladot. Mr. Shamir returned to Ohio in April 2006 to meet with interested farmers and with potential new clients.

Dairy and goat farmers whose farms produce cheese that attended the Initiative’s kosher seminars in November 2006 and other dairy farmers expressed interest in the Mini Dairy. The Initiative’s staff gave a presentation about the Pladot Mini Dairy to a group of Ohio Mennonites who were interested in the Pladot Mini Dairy and other interested farmers in Mansfield, Ohio on March 27, 2007.

On May 3, 2007, Pladot notified the Initiative that they are no longer actively selling Mini Dairy equipment to the U.S. market, but will keep giving services to people interested in Mini Dairy. Thus, the Initiative stopped promoting the Mini Dairy in Ohio. On June 11, 2007, Pladot notified the Initiative that they stopped manufacturing the Mini Dairy equipment. If Pladot Mini Dairy is interested in re-visiting the issue of exporting to Ohio or setting up an Ohio base for the Mini Dairy, the Initiative will re-activate this project.

In 2009 the Initiative contacted Pladot Mini Dairy again. Pladot recommended working directly with their consulting engineer, Mr. Weinfeld. In January 2010 the Initiative met with Eng. Zeev Weinfeld, Managing Director of Kav Systems Technology & Development Ltd., Israel, to discuss Ohio’s needs and how Kav Systems can help introduce the Mini Dairy concept and technology to Ohio dairy farmers. Mr. Weinfeld was interested in collaborating with the
Initiative. However, currently, Ohio dairy farmers are not in a good economic position to consider investing in a Mini Dairy.

3. Private-Label Food Processing

Sales of private-label (store brand) products in U.S. supermarkets are on the rise. The Initiative had been looking for Israeli companies that would be interested in entering this market in the U.S. The Initiative had also been seeking Ohio companies that would be interested in designing and manufacturing Israeli food labels for Israeli food products, and Ohio food companies that would be interested in marketing, and possibly manufacturing, these products for the U.S., European and Middle Eastern markets.

In 2004, Ohio’s Freshmark Products was identified as a company interested in designing and manufacturing Israeli food labels for Israel’s meat processing companies. Israel’s largest food company, Tnuva, expressed interest in private-label production in the U.S., as well.

4. Soy - Solbar Industries

An Israeli soy protein and isoflavone manufacturer, Solbar Industries Ltd. of Ashdod, Israel, is a leading global manufacturer of specialty soy products for the food and cosmetic industries. Solbar, seeking to expand, invested heavily in new soy development technologies. Solbar owns subsidiary companies in China, Europe, and the United States.

Solbar, which purchased Ohio soybeans, wanted to buy more non-GMO beans and defatted white flakes for extrusion and soy isolates from Ohio and considered building a new functional soy protein concentrate and extrusion plant in Ohio. The Initiative made a concerted effort, beginning in January 2003, to persuade Solbar to establish an Ohio-based plant, which would employ about 50 people initially, and about 250 people when fully expanded.

Solbar began numerous discussions with the Ohio Trade Office in Tel Aviv, Ohio growers, the Ohio Soybean Council, the Ohio Department of Development, county commissioners and economic development groups, the Regional Growth Partnership (Toledo), AEP electric power plant (Conesville), port authorities, Governor Taft’s regional representatives, the USDA, the Air Quality Development Commission, the Farmers Commission, and Battelle Science and Technology International in Columbus.

In July 2003, Solbar hired an Ohio-based agriculture and economic development firm to help identify plant locations, equity partners, financing, and marketing opportunities, to deal with fiscal and regulatory issues and to resolve transport logistics. At the end of 2003, Solbar identified three possible sites for a processing plant, hired an Israeli director for Ohio operations, sought out sources for Ohio soybeans, and determined potential U.S. sales outlets. The Initiative identified potential equity partners in Ohio. Financing had been secured though the Ohio Department of Development.

In 2004, Solbar executives hired an Ohio civil engineering and land development firm to investigate the two sites that were still under consideration (Orville, in Wayne County, and Newark, in Licking County) for construction licenses and permits and to consider possible future expansion to include the construction of a crushing plant. Solbar was also negotiating with the
cities, counties and port authorities. The Initiative introduced Solbar to potential equity partners (e.g., the Bridge Fund in Cleveland), with whom Solbar began discussions. Solbar selected Orville in Wayne County as their plant construction site. Solbar secured the site with a “letter of intent on land” agreement, which was in effect until October 1, 2005. Solbar’s plan was to begin breaking ground by April 2005, and start production by December 2005.

In late 2005 Solbar placed the Ohio production facility project on hold due to internal corporate problems the company experienced, and has made no progress in Ohio since.

5. **Turf Grass Improvement / Playing Field Engineering**

In November 2002, an Israeli engineer and designer from Beit Shean examined turf operations at Jacobs Field, Ohio Agriculture Research and Development Center of Ohio State University, and other Ohio sites to explore the techniques and methods of U.S. turf companies. The Beit Shean engineer was pursuing R&D collaboration. If requested, the Initiative will assist him in finding interested Ohio partners.

6. **Aquaculture**

The Initiative drafted a background study on aquaculture trends and needs in Ohio and Israel. In addition, the Initiative facilitated discussions between Ohio State University’s Ohio Center for Aquaculture Development in Piketon, Ohio, private growers, the Israel Oceanographic and Limnological Research National Center for Mariculture in Eilat, and other researchers and growers in both regions.

Ohio’s aquaculture industry, with the exception of high-tech facilities, is a relatively new and expanding agricultural sector, mostly utilizing open ponds. Aquaculture, which accounts for 3% of Israel’s total agricultural production, is increasingly intensive, and occurs in open ponds, greenhouses, raceways, open-water cages and closed recirculating systems. Over 75% of the water is non-potable. While some species are unique to either Israel or Ohio, others are grown in both regions such as tilapia, rainbow trout, catfish, koi and other ornamental fish.

Collaborative aquaculture research between Ohio and Israel could include fish nutrition, physiology and genetics, including single-sex production; aquaculture engineering and recirculating aquaculture; alternative (grain and vegetable) proteins for fish and livestock feeds; pathology and diagnostics; and reduction of production costs and marketing. The Initiative considered having an Israeli graduate student conduct dissertation research at Piketon. Exploration of Israeli technologies and funding options for converting Ohio livestock barns into recirculating aquaculture facilities, perhaps at Wooster or with a local Ohio farmer, were also under consideration.

An Initiative staff member participated in an August 2004 Aquaculture Field Day at the Piketon facility.

In 2005, the Initiative focused on determining the best immediate direction for the aquaculture project and on planning exchange missions of aquaculture professionals from both regions. At the same period, The Ohio State University opened a new aquaculture center in Bowling Green,
where recirculating aquaculture systems (RAS) were researched by comparing 3 small RAS systems.

The 2005 discussions regarding the Ohio-Israel aquaculture cooperation project were held with Ohio aquaculture professionals (Dr. David Smith, Ohio freshwater fish farm owner, and Laura Tiu, Ohio State University’s Aquaculture Extension Service Program), key Israeli aquaculture scientists and extension personnel (Yitzhak Simon, Chief Aquaculture Extension Service, Ilan Halachmi, Israel Agriculture Research Organization; and Haim Anjioni, Director, Fisheries and Aquaculture Department), and the Initiative’s team members. In addition, in September 2005, the Initiative’s team toured Dr. Smith’s freshwater fish farm, which has simple, inexpensive and efficient covered and open RAS systems for raising trout and yellow perch, to better understand the needs of Ohio aquaculture farmers.

It was concluded that in the long run, it would be productive to set up and run a two-year demonstration RAS facility for yellow perch at Bowling Green, using Israeli technology, before making it commercial in Ohio. However, the Initiative did not find any Israeli company willing to supply a fully equipped demonstration unit of an RAS system to Ohio. Thus, it was decided that in the short term, the best use of current resources is to have exchange missions of aquaculture experts between the two regions (see the Missions section).

An Israeli company, Kovax/Solikor, produces and markets a fish vaccine to fight Koi Herpes Virus (KHV) that causes death of fish in the koi and carp industries. There is no KHV vaccine available to fight the disease in the U.S. The opportunity to bring the company and its products to Ohio was identified during the Ohio Farmer-to-Farmer mission to Israel in February 2006 by John Bechtel, an Ohio aquaculture farm owner, who spearheaded the efforts to bring the technology to Ohio. Meetings and negotiations were held in Israel and Ohio with company owners, vaccine developers, and company representatives. The vaccine was tested in the U.S. with promising results. APHIS was approached for detailed tests needed in order to apply for a U.S. certification of the vaccine, and the required information was submitted by Kovax.

On May 1, 2007, an Ohio company was registered by John Bechtel to handle KHV vaccine marketing and distribution. Named KHV Aquaculture Vaccines USA, Inc., the company was to be a distribution arm for KHV vaccine. On January 2008 APHIS inspected Israel’s Kovax facilities for KHV vaccine production. This was followed by an APHIS inspection of the Ohio facility. The KHV vaccine was expected to be manufactured either in Israel or in the U.S. and to be distributed by the Ohio company. Due to limited State incentives for the Israeli company to operate in Ohio, Kovax pulled out of Ohio and is re-evaluating its position and plans.

In another endeavor, Kovax/Solikor of Israel was interested in setting up operations in Israel and Ohio to develop a new vaccine to fight Viral Hemorrhagic Septicemia (VHS), a virus that causes major epidemics and subsequent death of fish throughout the Great Lakes area in the U.S. and Canada, resulting in large scale losses to the industry. The plan was that the vaccine, to be developed in Israel, would be tested in a wet lab in the U.S (possibly in Ohio). On May 1, 2007, an Ohio company was registered by John Bechtel to handle VHS vaccine testing, marketing and distribution. Named Kovax USA, Inc., this company was to be the US research arm for VHS, whereas the Israeli company, “Kovax”, was to remain the research arm in Israel. Eventually, the vaccine was developed in Israel, but not proven, as it could not be tested in Israel. Kovax discontinued operations in Ohio.
In a project aimed at Ohio-Israel aquaculture extension collaboration, meetings were held during the 2007 Ohio Aquaculture Association Annual Meeting in Columbus, OH on December 8, 2007 between the Initiative’s Program Director and OSU Aquaculture Extension staff in preparation for the reciprocal meetings with Israel Aquaculture Extension staff. The objective was to set up open communication between the Ohio and Israel Aquaculture Extension staff to help improve each other’s services by building on complementing their respective experience.

Initiative staff toured Israeli RAS facilities in January 2010, to learn about Israel’s successes and failures in this field, and the knowledge that was gained in the process. The group was hosted by Mr. Yitzhak Simon, Chief Aquaculture Extension person for Israel’s Ministry of Agriculture.

The Initiative is currently involved in helping renewed collaboration between Israel and Ohio aquaculture experts with the goal of introducing Israeli RAS management practices and technical know-how by setting up a demo RAS aquaculture facility in Ohio:

In 2009, the Ohio Department of Agriculture and the Ohio Aquaculture Association expressed interest in developing advanced closed recirculating aquaculture systems (RAS) in Ohio by bringing in technology, systems and know-how. The objective was to offer Ohio farmers an additional way of farm income by raising fish in closed systems in available buildings and extending the growing season. Israel has gained a vast amount of experience and know-how in running RAS systems. In addition, Israel’s Ministry of Agriculture has completed a multi-year and multi-system study in several aquaculture farms comparing the performance (technical and economical) of various RAS systems.

The project plans were to set up an RAS Demo Unit in a working aquaculture farm in Ohio, using design, management skills and know-how of Israel’s aquaculture professionals as represented by Israel’s Ministry of Agriculture Aquaculture Extension Service. The species of fish to be raised in the demo unit would be determined by the Ohio and Israeli experts, based on economic value, and available growth protocols and experience. The Israeli experts would develop a design for the RAS system, and supply the management skills and know-how. The Ohio farm would build the RAS system and operate it. The Israeli experts would come to Ohio to present training workshops to Ohio aquaculture farmers as part of the Ohio Aquaculture Association training program.

In July 2010, Yitzhak Simon, Chief Israel Aquaculture Extension person, and Chaim Anjioni, Director of the Dept. of Fisheries & Aquaculture, Israel Ministry of Agriculture & Rural Development, visited Ohio and met with Ohio Aquaculture Association President Bob Calala. They reviewed current Ohio aquaculture technologies and needs and what Israel has to offer. They concluded that Large Mouth Bass is a good, high-value species to focus on, and that air-lift based RAS technology is an attractive, low-energy method to use for the Ohio-based aquaculture RAS Demo Farm.

Yitzhak Simon issued a call for proposals for Israeli aquaculture RAS companies to submit quotes for setting up an aquaculture RAS Demo Farm in Ohio. No quotes were received.

In February-March 2011 Bob Calala visited Israel and toured aquaculture facilities. The technology that Mr. Calala selected was an air-lift based technology as showcased by MegaFlow
system, since such technology is low in energy consumption and is not commercially available in the U.S. Mr. Calala plans to build an aquaculture RAS Demo Farm in his Ohio farm, based on Israeli experience and technology, with or without Israel’s MegFlow manufacturer.

Prof. Sheenan Harpaz, Aquaculture Nutritionist and Head of the Institute of Animal Science at Agricultural Research Organization (ARO) of the Volcani Center, State of Israel Ministry of Agriculture, and Professor Konrad Dabrowski, School of Natural Resources, The Ohio State University, have communicated and decided to submit a BARD proposal in August 2011 for collaborative aquaculture bi-national R&D (April 2011) (see AgroMashov 2011 section).

Bob Calala, President of the Ohio Aquaculture Association and Owner of Calala's Water Haven, Inc., Ohio, found out about and expressed interest in transfer of an Israeli developed technology to Ohio and the U.S. The novel technology enables production of an all-male population of Macrobrachium rosenbergii shrimp for the production of all-male seed in a hatchery. The technology was developed by a researcher at Ben Gurion University, and is patented. The possibility and terms for the tech transfer are being explored (April 2011) (see AgroMashov 2011 section).

7.   Food Security / Agriculture Biosecurity

Some of Israel’s military and security technologies have agricultural applications. These include monitoring, managing and protecting crops, fields, structures, and water bodies. The Ohio Department of Agriculture and The Ohio State University are also involved with food security activities. In February, 2003 the Israeli Embassy agriculture attaché discussed joint issues at both institutions. Subsequently, the Initiative sent a representative to Israel to meet with the Israel Agriculture Ministry. The Initiative explored some joint opportunities to enhance Ohio’s agriculture biosecurity.

Professor Yitzhak Hadar, a microbiologist and the then Dean of the Hebrew University’s Faculty of Agriculture, Food and Environmental Quality Science in Jerusalem, visited Ohio and met with colleagues at The Ohio State University and the Ohio Department of Agriculture January 24-26, 2005. Together with Dr. Mordehai Cohen, Agriculture and Science Attaché for the U.S., Canada and Mexico, they gave the following presentations:

• Agricultural Biosecurity: Opportunities for Cooperative R&D between Ohio and Hebrew University
• Overview of Current and Emerging Israeli Agricultural Biosecurity Measures - Relevance to Ohio

The Food Security / Agriculture Biosecurity project is on hold. However, a spin-off of this project, a joint Ohio-Israel research and development project on plant disease bio-control, resulted from Prof. Hadar’s meeting at the Ohio Agriculture Research and Development Center of The Ohio State University (see the bi-national R&D section).

8.   Pathogen Detection Technology - Ofakim Hi-Tech Ventures

Ofakim Hi-Tech Ventures, a technological incubator affiliated with Israel’s Ministry of Industry, Trade and Labor, developed MedLite, a microarray technology that detects and identifies all
known pathogens that could be used in a bio-terrorism attack and their antibiotic resistance, in one test. MedLite representatives met with Ohio State University animal and plant scientists to explore collaboration. They also sought U.S. equity partners, and met with the STERIS Corporation in Mentor, Ohio and other Ohio companies. MedLite, working with Kahn, Kleinman, LLP in Cleveland, sought to develop a U.S. affiliate in Ohio.

This project is pending due to developmentally premature technology and business/managerial constraints.

9. A Model Israeli Commercial Greenhouse in Ohio for Joint R&D

Ohio’s future agriculture trends and needs include more greenhouses for floriculture, hydroponic tomatoes, high-end niche crops (e.g., strawberries, melons, nursery crops) and alternative crops that can produce higher yields in greenhouses.

Israel is a world leader in greenhouse technologies.

The Initiative was interested in developing a pilot commercial-scale advanced greenhouse for joint R&D and educational activities in Ohio. The greenhouse would serve as a demonstration model for Ohio farmers and encourage R&D. The Initiative explored the possibility of approaching tobacco farmers, who must convert their crops, to participate in this project.

The greenhouse could showcase recent Israeli innovations in drip irrigation, drip fertigation and computerized control, some integrated systems currently in use in Israel (e.g., integrated aquaculture-agriculture), and sewage effluent and growing substrate recycling. The purpose of this greenhouse would be to show and conduct research on how these technologies may help Ohio growers.

The Initiative sought funding to build the structure, operate it and conduct R&D and educational activities. Commercial sales of produce could offset the high implementation costs and provide participating farmers with income.

The Initiative discussed this concept of joint partnership between Israeli R&D entities and commercial agriculture engineering companies with the following Ohio groups: Ohio State University’s Agricultural Business Enhancement (ABE) Center, which seeks to increase Ohio’s greenhouse agriculture, Ohio Agriculture Research and Development Center of The Ohio State University, The Ohio Department of Development, the Ohio Department of Agriculture, and members of the Ohio State Senate.

In August 2005, the Initiative’s consultant met in Israel with Gavish greenhouse company and studied many other Israeli companies that sell greenhouses. No Israeli greenhouse companies were willing to donate their structure and products for the Ohio project.

The project is on hold due to the lack of funding and support at the scale needed.

A spin-off of this project, a joint Ohio-Israel research and development greenhouse project, studied the feasibility of developing greenhouses in Ohio using Israeli technology (see the bi-national R&D section).
10. Micro & Drip Irrigation and Horticulture Demo Units in Ohio Showcasing Israeli Technologies and Products

The Initiative explored the extent to which Ohio growers might benefit from the increased use of drip irrigation. The Initiative discussed the potential with Ohio academics, extension service personnel, and Ohio and Israeli irrigation companies.

Israel is the world’s most advanced user of agricultural irrigation. Half of all agricultural land is irrigated. Israelis pioneered drip irrigation, automatic valves and controllers, media and automatic filtration, low discharge sprayers and mini-sprinklers, and compensated drippers and sprinklers. Israel made its agricultural mark by obtaining the maximum results from marginal land and very limited water resources. Israeli technologies are increasing the yields and quality of many niche crops, including crops grown in colder climates, not just in deserts.

Drip usage in Ohio is largely on high-value crops. All Ohio greenhouses use drip irrigation. More Ohio farms are seeking to use the technique to grow specialty or niche crops such as strawberries, pumpkins, peaches, wine grapes, blueberries, and various vegetables. Crops that need water for fruit sizing in July and August are most likely to benefit from its use. The Ohio State University Extension program receives an average of 50 requests for information on drip irrigation per year, regardless of rainfall, thus, they see growth potential. They also believe that more Ohio farms can benefit from increased irrigation, especially supplemental irrigation, and fertigation (fertilizer application through drip irrigation systems). Ohio had extreme weather in past growing seasons (drought, normal rainfall and well-distributed, above-normal rainfall). Good information and technical assistance is important. Ohio growers can also use economic information on how it might benefit them. Some corn growers have expressed interest in surface and subsurface irrigation. While not economical yet, it may be used for pharmaceuticals. Also, participants in the Ohio State University Extension Master Gardener clubs and small-scale farmers have shown more interest in drip irrigation every year.

A portable demonstration unit was prepared by an OSU Extension team headed by Brad Bergefurd (an Ohio to Israel Green Industry trade mission alumnus), with input from the Initiative and staff of Israel’s drip irrigation company Netafim. It was showcased at the Israel Agriculture Pavilion at the 2008 OSU Farm Science Review. The demo unit drew a large number of tradeshow visitors who were interested in information about drip irrigation.

The portable drip irrigation demo unit was also presented at the Israel Agriculture Booth at the National Farm Bureau Federations conference in San Antonio, Texas on 1/11-12/09, which was attended by about 5,000 visitors. OSU Extension’s Brad Bergefurd explained the system to booth visitors, along with Israel’s Agriculture Attaché at the Israel Embassy in Washington D.C. and his staff.

One common objective for the Initiative and OSU Extension is to educate and train Ohio farmers in micro-irrigation. The micro-irrigation project with OSU Extension reflects Ohio-Israel Agricultural Initiative’s efforts to promote technology transfer, bi-national R&D, collaboration, trade and economic opportunities between Ohio and Israel.
The Initiative invited Israeli companies that manufacture micro-irrigation systems and related supplies as well as other products for the horticulture industry to present their products at a demonstration plot in Ohio and to participate in seminars conducted in Ohio.

A permanent micro-irrigation demonstration was established in a plot at the OSU South Centers at Piketon, OH. The research and education unit opened on October 16th, 2008. The plot was designed and built by Brad Bergefurd of OSU Extension and his team, with input from the Initiative’s staff and Netafim, using Netafim’s technology and supplies. The drip irrigation equipment displayed how efficiently a drip system can irrigate plants. Such systems are well known to save both time and water for growers.

The permanent micro-irrigation demonstration plot has been extended in 2009 to showcase systems from 2 other Israeli companies - Amiad, which supplies water filtration devices, and Tefen, which produces fertilizer water driven pumps. In 2010, 9 Israeli companies were showcased in the demo unit, and in 2011, a total of 10 Israeli irrigation and horticulture companies are showcased in the demo unit:

- Amiad Filtration Systems - Filtration systems for agriculture (www.amiad.com)
- Arad - Water meters for domestic, agriculture, and waterworks industries (www.arad.co.il)
- A.R.I. - Flow control accessories (www.arivalves.com)
- Arkal Industries - Water treatment filters and plastic leisure garden products (www.arkal.co.il)
- Dorot - Automatic control valves for agricultural, industrial & waterworks applications (www.dorot.com)
- NaanDanJain Irrigation - Irrigation and climate-control technologies for greenhouses, nurseries, fields, orchards, landscape, and industry (www.naanjanjin.com)
- Netafim - Drip irrigation products and water management solutions (www.netafim.com)
- Pelemix - Coco coir based substrates for greenhouses, nurseries, potting soil, and gardening (www.pelemix.com)
- PIP Pulsating Irrigation Products - Pulsators for irrigation of land, greenhouses (foggers), and vineyards (frost protection) (www.pippulsators.com)
- Tefen Plastic Products Ltd. - Plastic products for agricultural, garden, and industry applications (www.tefenplastic.com)

The project, showcasing Israeli technology, received great attendance, exposure, and press coverage via a series of drip irrigation demonstrations and workshops in Ohio. Over 1000 people visited the site since its inception in March 2008.

Plans are in place to further expand the micro irrigation plot to include technology and supplies from additional Israeli companies, once funding is available to expand the demo unit area.

There are additional plans to apply Israeli technology and equipment from various Israeli companies in OSU South Centers’ research projects and field tests in areas such as horticulture, high tunnel, greenhouse, and season extension of fruits and vegetables. Some Israeli equipment (e.g., the Tefen fertilizer injectors) has already been incorporated in such field studies.

11. Phytomonitoring
Phytech, an Israeli company, developed computerized technology to monitor and analyze plant growth rates and determine growth needs. Over 30 kinds of sensors provide growers essential, real-time information on plant physiology (e.g., sap transpiration, evaporation, absorption) and growing conditions. The system allows fine-tuning of environmental conditions, irrigation and fertigation. It can be used for flowers, vegetables, fruit trees, grapes, and many other plants, organic and conventional agriculture in hothouses, fields and all other environments.

Phytech’s acting U.S. representative met with Ohio State University’s agriculture engineering and extension faculty to explore their interest. It was concluded that the technology is too high-tech for immediate commercial application in Ohio. When ready, the Initiative may link Phytech and other Israeli plant monitoring R&D entities with Ohio State University, and identify a U.S. distributor, possibly a full-service provider, for Phytech in Ohio.

12. Organic Pesticides

An Israeli company, Biomor, developed a botanical fungicide for organic crops and field-tested it on organic crops in Israel and at the Ohio Agricultural Research and Development Center in Wooster, Ohio in 2003. The organic pesticide is made from plant extracts and is seen as a possible replacement for manufactured pesticides. It is used on tomatoes during harvest, wine grapes and other applications. Based on promising test results, the Initiative was considering the possibility of registering the pesticide with the Environmental Protection Agency and conducting additional field tests. The product has already received European approval and is being marketed to European distributors. It has Israel’s Ministry of Agriculture approval to sell to organic farmers; all ingredients are USDA approved for organic agriculture. Depending on the outcome of additional field tests in the U.S., Biomor was expected to reach a decision on whether or not to seek U.S. approval and other financial backing.

U.S. tests in 2005 failed. Thus, this project has been terminated.

13. S.A.E. Afikim (Afimilk)

S.A.E. Afikim (Afimilk) is a global leader in developing, manufacturing and marketing cutting edge computerized systems for the modern dairy farm and herd management. Leading products are Afimilk, a modular computerized system for the management of intensive dairy farming, and AfiFarm, a fully integrated software program supplying the farmer with real time information for short term tactical and long term strategic decisions. Examples of specific products are electronic milk meters, advanced solutions for the milking parlor, computerized management systems, ID tags, etc. The company provides front line decision-making tools for increasing dairy farm profitability.

S.A.E. Afikim appointed Joe Bleau of Massillon, OH as their U.S.A. Regional Marketing Support Agent. The Initiative has been in touch with Afimilk’s Products Manager, Udi Golan, for several years, and with Afimilk’s U.S.A. Rep, Joe Bleau, since he was assigned to be their U.S. Rep, inviting them to meetings and to industry related tradeshows where the Initiative had a booth. In addition, the Initiative served as a resource to S.A.E. Afikim, providing input and help.

The Initiative-sponsored Ohio Dairy Delegation to Israel was hosted by Udi Golan, Products Manager, Afimilk, S.A.E. Afikim on 5/29/2008, during the May 2008 Israel visit. Participants included OSU’s Valente Alvarez, Food Science Extension; Don Breece, Farm Management Extension Specialist; Duane Rader, Richland County Extension; and Steve Foster, Darke County Extension.

Participants in the Initiative organized Ohio to Israel agricultural and trade delegations which coincided with any agriculture tradeshows (e.g., AgroMashov, Agritech) visited the Afimilk booth at the respective tradeshows. Many of the Ohio to Israel delegations’ participants saw the Afimilk system on-site, when they visited various dairy farms throughout Israel. In addition, a participant in one of the Ohio to Israel agricultural missions toured the Afimilk facility at Kibbutz Afikim.

As a result of these Initiative’s activities, many Ohio dairy farmers are aware of the Afimilk products and their value to the dairy farmer.

S.A.E. Afikim opened a U.S. company, S.A.E. Afikim USA, Inc., with a warehouse, distribution center, and offices in Massillon, OH. The company will start operating on 7/12/11. Washington Products, Inc. of Massillon, OH, is engaged as the logistics center for S.A.E. Afikim USA, Inc. operations. In addition, S.A.E. Afikim USA, Inc. is hiring 5 regional Reps for their U.S. operation. The Ohio-based S.A.E. Afikim USA, Inc. is the headquarters for S.A.E. Afikim’s North American operations, which include Mexico, U.S. and Canada. Mr. Joe Bleau was named the Director of S.A.E. Afikim USA, Inc. About $4 Million worth of Afimilk merchandise will be passing through Ohio annually.

On 4/28/11 an Initiative Rep (Sarah Horowitz) met with Ronen Zexer, CEO, and Ariela Robinchik, VP Human Resources, of S.A.E. Afikim, Israel, who were visiting Ohio to discuss their U.S. operations with Washington Products, Inc. of Massillon, OH, and offered the Initiative’s help in their current and future Ohio activities.

On 5/18/11 4 Ohio legislators met in Israel with Mr. Bjarne Rune, S.A.E. Afikim’s Vice President, Sales, to learn about SAE Afikim’s line of dairy industry equipment and software, and to thank the company for choosing Massillon, Ohio as the North American base of logistics and operations for SAE Afikim USA, Inc.

V. TRADESHOWS

V.A. Tradeshows in Ohio


The Initiative has sponsored and organized an Israel Agriculture Pavilion at Ohio State University’s Farm Science Review for 7 consecutive years – 2004, 2005, 2006, 2007, 2008, 2009 and 2010. The event takes place at Ohio State’s Molly Caren Agricultural Center outside Columbus every September. The agriculture tradeshow has over 600 presenters and close to
140,000 visitors from Ohio and surrounding states, and is the largest annual agricultural show for this region.

Israel is the first and only foreign country to have a pavilion at the Farm Science Review. The Israel Pavilion exhibited Israeli agriculture companies and technology and displayed Israel agriculture, tourism and agro-tourism information, including the Initiative’s agriculture educational tours and trade missions to Israel. The Initiative team encouraged Israel pavilion visitors and Ohio agribusinesses presenting at FSR to participate in the Ohio Agribusiness booth at Israel’s international agricultural trade shows Agritech 2009, and AgroMashov 2010 and 2011. In addition, the Initiative presented info on the bi-national R&D projects that were awarded funding by the Initiative’s Ohio-Israel Joint Agricultural R&D Fund. Videos about Israel’s agriculture sectors and about the Holy Land were featured at the booth. Visitors to the Israel Agriculture Booth had the opportunity to learn about the Initiative’s activities, including the Ohio student Internship program in Israel. The Initiative’s staff was on hand to answer any questions about the Israeli companies presented at the pavilion and the Initiative’s activities.

Agriculture sectors covered by the Israeli companies showcased at the pavilion included dairy, poultry, swine, aquaculture, fertilizers, pesticides, horticulture, greenhouses, plastics for agriculture use, scales, feeders, automation and controllers, irrigation, fertigation, filtration, valves and meters, software for agriculture, and more. The Initiative’s team and representatives of the Israeli companies displayed and demonstrated equipment, and provided printed and video information on the Israeli technology, equipment, products and services.

Israel Consuls Shahar Shelef and Leo Vinovezky attended the opening day of the Israel Ag Pavilion in 2005 and 2006 & 2007, respectively, to greet visitors and to attend the Farm Science Review Vice President Luncheon, where they were announced and recognized. Yakov Poleg, Israel’s Agriculture Attaché, attended FSR 2008 on the opening day of the pavilion, met with visitors and spoke about Israel’s contributions to the field of agriculture.

The Israel Agricultural Pavilion and the represented Israeli companies were publicized in the U.S. media through press releases and published articles.

A total of 10 Israeli companies and 4 state and academia organizations were displayed at the Israel Agriculture Pavilion at FSR 2004. The companies that were presented at FSR 2004 were:

- Agrosafe - Provides web application, linking the agricultural production chain, for traceability and transparency, delivering documentation and monitoring of production phases from planting to harvesting, packing and marketing (www.agrosafe.com)
- Afimilk – Computerized dairy management systems (www.afimilk.com)
- Amiad Filtration Systems - Filtration systems for agriculture (www.amiad.com)
- Gavish Control Systems, Ltd. - Computerized control systems for greenhouses, fish farms, dairy farms and feed centers (www.gavish.org.il)
- KP Electronic Systems, Ltd. - A hi-tech electronic manufacturer of radio products, specializing in the design, development, and production of long-range radio data communication products and systems.
- Netafim - A supplier of drip irrigation equipment for agricultural greenhouse nurseries (www.netafim.com)
At FSR 2005, 12 Israeli agriculture companies along with 4 company reps displayed and demonstrated equipment and provided info on Israeli technology. Two additional Israeli products were demonstrated (Robotic lawn mower and a small scale greenhouse). Israeli trade associations and the Israel Export Institute were also represented.

The companies that participated in FSR 2005 were:

- Afimilk – Computerized dairy management systems (www.afimilk.com)
- Amiad Filtration Systems - Filtration systems for agriculture (www.amiad.com)
- Automation for Agriculture - Gear motors for ventilation in greenhouses, poultry houses & dairy barns (www.greenshpon.com/agriculture.html)
- Israel Chemicals Ltd. (ICL) - A developer, producer and marketer of chemicals and fertilizers. - http://www.israelchemicals.co.il
- Pladot Mini Dairy - A company that manufactures miniaturized dairy processing facilities which include all the equipment required to produce a wide variety of dairy products on-site
- Plasson Ltd. – Plastics for industrial and agricultural use, and automated poultry drinking and feeding systems (www.plasson.com)
- Polak Bros. Industries Ltd. - Dairy farms cow cooling system (CowKool) (www.cowkool.com)
- Politiv Ltd. - A manufacturer of polyethylene films for agriculture, horticulture and industry (http://www.politiv.co.il/main/english.html)
- Polysack – ChromatiNet (colored shade nets to control vegetative growth), Aluminet (thermo-reflective screens for microclimate control), shading and protection nets, plastics (ground and greenhouse covers, support nets, mulching films) (www.polysack.com)
- Rotem Computerized Controllers - Agricultural management systems, and environment and irrigation controllers (www.rotem.com)
- SCR Engineers Ltd. - Electronic and computerized systems for dairy, sheep and goat farms (www.scr.co.il)
- Tefen Plastic Products Ltd. - Plastic products for agriculture, gardening and industry (www.tefenplastic.com)

The FSR 2006 Israel Agricultural Pavilion presented 7 Israeli companies:

- Shekel Scales - A leading provider of electronic scale and force measurement solutions
- Dorot Control Valves - A manufacturer of valves for agricultural, industrial, and water-works applications
- AgroMind - A company that supplies systems for automatic data collection from plant environments
- Pladot Mini Dairy - A company that manufactures miniaturized dairy processing facilities which include all the equipment required to produce a wide variety of dairy products on-site
- SUBflex - A supplier of submersible, flexible net cages for aquaculture systems
• Tzvi Sophisticated Technologies (TST) - A developer of computerized control systems for automatic feeder calves identification and weighing, and for open ponds and recirculating aquaculture operations
• Netafim - A supplier of drip irrigation equipment for agricultural greenhouse nurseries

A total of 19 Israeli agricultural companies were presented in the Israel Agriculture Pavilion at FSR 2007:

• AgroMind - Systems for automatic data collection from plant environments (www.agromind.com)
• AgroSoft - Software for agriculture (www.agro-soft.com, www.agrosoft.co.il)
• Amiad Filtration Systems - Filtration systems for agriculture (www.amiad.com)
• Automation for Agriculture - Gear motors for ventilation in greenhouses, poultry houses & dairy barns (www.greenshpon.com/agriculture.html)
• Dorot Automatic Control Valves - A manufacturer of valves for agricultural, industrial & waterworks applications (www.dorot.com)
• Gavish Control Systems, Ltd. - Computerized control systems for greenhouses, fish farms, dairy farms and feed centers (www.gavish.org.il)
• Lachish Industries (RMH) - Producers of feed wagons for Total Mix Ratio (TMR) for dairy farms (www.Lachish.com)
• Netafim - A supplier of drip irrigation equipment for agricultural greenhouse nurseries (www.netafim.com)
• Nutrition and Husbandry of Livestock Ltd. - Anti-diarrhea feed supplement for suckling calves (Pectolit) (www.pectolit.com)
• Plasson Ltd. – Plastics for industrial and agricultural use, and automated poultry drinking and feeding systems (www.plasson.com)
• Polak Bros. Industries Ltd. - Dairy farms cow cooling system (CowKool) (www.cowkool.com)
• Polysack – ChromatiNet (colored shade nets to control vegetative growth), Aluminet (thermo-reflective screens for microclimate control), shading and protection nets, plastics (ground and greenhouse covers, support nets, mulching films) (www.polysack.com)
• Raz Sprayers - Agricultural sprayers (www.razspray.com)
• Rotem Computerized Controllers - Agricultural management systems, and environment and irrigation controllers (www.rotem.com)
• S.A.E. Afikim (Afimilk) – Computerized dairy management systems (www.afimilk.com)
• SCR Engineers Ltd. - Electronic and computerized systems for dairy, sheep and goat farms (www.scr.co.il)
• SUBflex LTD - Supplier of submersible, flexible net cages for aquaculture systems (www.subflex.org)
• Tefen Plastic Products Ltd. - Plastic products for agriculture, gardening and industry (www.tefenplastic.com)
• TST (Tzvi Sophisticated Technologies) - Computerized control systems for automatic feeder calves identification and weighing, and for open ponds and recirculating aquaculture operations (www.tst.co.il)

4 Israeli agricultural associations and trade organizations were presented at the Israel Agriculture Pavilion at Farm Science Review 2007:
Israel Cattlemen’s Association (http://ambal.pro.co.il)
Israel Dairymen’s Association (i.e., Israel Cattle Breeders Association) (http://www.icba.org.il)
Israel Export & International Cooperation Institute (www.export.gov.il)

In FSR 2008, the Initiative showcased to visitors to the Israel Agriculture Pavilion products and services of a record total of 29 Israeli companies:

- AgroMind - Systems for automatic data collection from plant environments;
- AgroSoft - Software for agriculture
- Amiad Filtration Systems - Filtration systems for agriculture
- Arad - Water meters for domestic, agriculture, and waterworks industries
- Arkal Industries - Water treatment filters and plastic leisure garden products
- Automation for Agriculture - Gear motors for ventilation in greenhouses, poultry houses, and dairy barns
- Danziger - Breeding and producing high quality flower varieties for growers
- Dorot Automatic Control Valves - Valves for agricultural, industrial and waterworks applications
- E.I.D. Electronics - Custom electronic monitor and control solutions
- Gavish Control Systems, Ltd. - Computerized systems for greenhouses, fish and dairy farms, and feed centers
- Ginegar Plastic Products, Ltd. - Field, mulch, and greenhouse covers
- Lachish Industries (RMH) - Producers of feed wagons for total mix ratio (TMR) for dairy farms
- Netafim - Drip irrigation products and water management solutions
- Nutrition and Husbandry of Livestock Ltd. – Pectolit, an anti-diarrhea feed supplement for suckling calves
- Palram Industries Ltd. - Thermoplastic sheets
- Paskal - Orchard, vineyard, and greenhouse items including hooks and clips
- PicPlast - Coated woven plastic sheets
- Plasson Ltd. - Industrial and agricultural plastics, automated poultry drinking and feeding systems
- Polak Bros. Industries Ltd. – CowKool, a cow cooling system for dairy farms
- Polysack - ChromatiNet, Aluminet, & other shading, protection nets, and plastics (ground and greenhouse covers, support nets, mulching films)
- PolyZiv - Custom plastic foam pallets and storage containers
- Raz Sprayers - Agricultural sprayers
- Rotem Computerized Controllers - Agricultural management systems, and environment and irrigation controllers
- S.A.E. Afikim (Afimilk) - Computerized dairy management systems
- SCR Engineers Ltd. - Electronic and computerized systems for dairy, sheep, and goat farms
- Shekel Scales - Customizable electronic scales and weighing systems
- SUBflex LTD - Supplier of submersible, flexible net cages for aquaculture systems
- Tefen Plastic Products Ltd - Plastic products for agricultural, garden, and industry applications
• TST (Tzvi Sophisticated Technologies) - Computerized control systems for automatic feeder calves identification and weighing, and for open ponds and recirculating aquaculture operations.

Also represented at FSR 2008 were the following organizations:

• The Israel Export & International Cooperation Institute
• Israel Cattlemen’s Association
• Israel Dairy Board, and Israel Dairymen’s Association (i.e., Israel Cattle Breeders Association).

During FSR 2009, the Israel Agriculture Booth presented a total of 21 Israeli agribusinesses:

• Afimilk - Computerized dairy management systems (www.afimilk.com)
• Amiad Filtration Systems - Filtration systems for agriculture (www.amiad.com)
• Arad - Water meters for domestic, agriculture, and waterworks industries (www.arad.co.il)
• A.R.I. - Flow control accessories (www.arivalves.com)
• Arkal Industries - Water treatment filters and plastic leisure garden products (www.arkal.co.il)
• Danziger - Breeding and producing high quality flower varieties for growers (www.danziger.co.il)
• Dorot - Automatic control valves for agricultural, industrial, and waterworks applications (www.dorot.com)
• Gavish Control Systems, Ltd. - Computerized systems for greenhouses, fish and dairy farms, and feed centers (www.gavish.org.il)
• Ginegar Plastic Products, Ltd.- Greenhouse cover and mulch films (www.ginegar.com)
• MGH - Turkey nesting systems (www.mghnests.com)
• Netafim - Drip irrigation products and water management solutions (www.netafim.com)
• ODIS Irrigation Equipment, Ltd. - Irrigation equipment (www.odis.co.il)
• Palram Industries Ltd.- Thermoplastic sheets (www.palram.com)
• Paskal - Orchard, vineyard, and greenhouse items including hooks and clips (www.paskal.biz)
• Plasson Ltd.- Industrial and agricultural plastics, automated poultry drinking and feeding systems (www.plasson.com)
• Polygal - PC multi wall sheets for agriculture (www.polygal.com)
• Polysack - ChromatiNet, Aluminet, and other shading, protection nets, and plastics (ground and greenhouse covers, support nets, mulching films) (www.polysack.com)
• PolyZiv - Custom plastic foam pallets and storage containers (www.polyziv.co.il)
• Rotem Computerized Controllers - Agricultural management systems, and environment and irrigation controllers (www.rotem.com)
• Shekel Scales - Customizable electronic scales and weighing systems (www.shekelonline.com)
• Tefen Plastic Products Ltd.- Plastic products for agricultural, garden, and industry applications (www.tefenplastic.com)

Fact sheets about each company were available to booth visitors. A list of all 21 companies with description and website were handed to booth visitors as a resource for follow up. Representatives of all the 21 Israeli agribusinesses were invited to participate and promote their
respective companies. Reps of Afimilk, Amiad, Arad, Arkal, Danziger, MGH, Plasson, Rotem, Shekel and Tefen attended the tradeshow. They spent time in the Israel Agriculture Booth and/or covered the tradeshow grounds, explaining about their companies’ products and services to enhance awareness in the Midwest agriculture community towards increased sales of these Israeli agricultural products and services.

An example of an outcome for a represented Israeli company at FSR 2009 is Tefen Plastic Products Ltd., whose Rep was successful in identifying during the tradeshow and then signing up an agreement with an Ohio distributor interested in their products, and as a result sold a number of fertilizer injection units worth hundreds of dollars in Ohio.

The Israel Agriculture Booth at the FSR 2010 tradeshow presented 25 Israeli companies, covering agricultural sectors such as horticulture, aquaculture, automation, controllers, greenhouses, dairy production, poultry, scales and volume measurements, feeders, filtration, irrigation and fertigation systems, valves and meters, plastics, growth substrates, and more.

The Israel Agriculture Booth at FSR 2010 showcased the following 25 Israeli agribusinesses:

- Afimilk - Computerized dairy management systems (www.afimilk.com)
- Amiad Filtration Systems - Filtration systems for agriculture (www.amiad.com)
- A.P.M. Automation Solutions - Volume, mass and level measurement instrumentation for bulk solids and powders in large storage vessels (www.apm-solutions.com)
- Arad - Water meters for domestic, agriculture, and waterworks industries (www.arad.co.il)
- A.R.I. - Flow control accessories (www.arivalves.com)
- Arkal Industries - Water treatment filters and plastic leisure garden products (www.arkal.co.il)
- Danziger - Breeding and producing high quality flower varieties for growers (www.danziger.co.il)
- Dorot - Automatic control valves for agricultural, industrial & waterworks applications (www.dorot.com)
- Gavish Control Systems, Ltd. - Computerized systems for greenhouses, fish & dairy farms, and feed centers (www.gavish.org.il)
- Ginegar Plastic Products, Ltd.- Greenhouse cover and mulch films (www.ginegar.com)
- Hishtil - Vegetable and herb seedlings and young plants for the professional and hobby markets (www.hishtil.com)
- MGH - Turkey nesting systems (www.mghanests.com)
- NaanDanJain Irrigation - Irrigation and climate-control technologies for greenhouses, nurseries, fields, orchards, landscape, and industry (www.naanadanjain.com)
- Netafim - Drip irrigation products and water management solutions (www.netafim.com)
- ODIS Irrigation Equipment, Ltd. - Irrigation equipment (www.odis.co.il)
- Palram Industries Ltd.- Thermoplastic sheets (www.palram.com)
- Paskal - Orchard, vineyard, and greenhouse items including hooks and clips (www.paskal.biz)
- Pelemix - Coco coir based substrates for greenhouses, nurseries, potting soil, and gardening (www.pelemix.com)
- Plasson Ltd. - Industrial and agricultural plastics, automated poultry drinking & feeding systems (www.plasson.com)
• Polygal - PC multi wall sheets for agriculture (www.polygal.com)
• Polysack - ChromatiNet, Aluminet, & other shading, protection nets, and plastics (ground and greenhouse covers, support nets, mulching films) (www.polysack.com)
• PolyZiv - Custom plastic foam pallets and storage containers (www.polyziv.co.il)
• Rotem Computerized Controllers - Agricultural management systems, and environment & irrigation controllers (www.rotem.com)
• Shekel Scales - Customizable electronic scales and weighing systems (www.shekelonline.com)
• Tefen Plastic Products Ltd. - Plastic products for agricultural, garden, and industry applications (www.tefenplastic.com)

Reps of Afimilk, Tefen, Pelemix, Plasson, Rotem, Arad, Arkal Industries, and M.G.H. attended FSR 2010 and promoted their respective products at the Israel Agriculture Booth. VIP visitors to the Israel Agriculture Booth at FSR 2010 included Mrs. Portman, wife of Republican candidate for the U.S. Senate Rob Portman (currently a U.S. Senator representing Ohio), and the Republican gubernatorial candidate John Kasich (currently Ohio Governor) and his entourage. In addition, the 11 ODOD International Directors, along with Deborah Scherer, Director, Global Markets Division, Ohio Department of Development and Scott Kuehn, Assistant Director, Global Markets Division, Ohio Department of Development, visited the Israel Agriculture Booth. The initiative was recognized at the VP luncheon of Farm Science Review.

An example of the outcome of the Israel Agriculture Booth at FSR 2010 is Pelemix, which, combined with other Ohio activities, generated 2-3 Ohio distribution channels as well as end user awareness to the soil-less technology in general and the use of coco coir in particular.

The Initiative plans to have an Israel Agriculture Pavilion at Farm Science Review 2011.


The Ohio Farm Bureau Federation (OFBF) Annual Meeting’s and Tradeshows/Hospitality Corner takes place in Columbus (or Cincinnati), Ohio every November/December. The meeting attracts 750-1000 attendees, including volunteer leaders and delegates from Ohio’s 87 county Farm Bureau organizations offices, covering all of Ohio’s 88 counties.

The Initiative had a booth at the 2005 OFBF Hospitality Corner in Columbus, OH on November 30, 2005, where the Initiative’s activities, the February 2006 Farmer-to-Farmer mission, May 2006 Agribusiness mission to Israel, February 2007 Agricultural mission to Israel, and Agritech 2006 were promoted.

The Initiative had a booth in the 2006 Ohio Farm Bureau Federation Annual Meeting and Tradeshows/Hospitality Corner in Columbus, OH on November 29, 2006. Initiative’s Israel missions’ alumni and Advisory Committee members volunteered at the Initiative’s booth, where current and future Initiative activities and the February 2007 agricultural mission to Israel were promoted. ABN Ohio radio station broadcasted interviews with people manning the Initiative’s
booth. Many visitors stopped at the booth and expressed an interest in the Initiative’s activities and the Israel agricultural missions.

The Initiative participated in the 2007 Ohio Farm Bureau Federation Annual Meeting and Tradeshows/Hospitality Corner in Columbus, OH on November 28, 2007. The Initiative had a booth, and promoted OIAI activities and trade opportunities including the February 2008 agricultural trade and educational mission to Israel, and the Initiative’s 2008 OSU/Extension and industry training and trade missions for the Green Industry (March 2008) and the Dairy Industry (May 2008). Convention attendees stopped at the booth and were interested in the Initiative’s activities and the Israel agricultural missions.

The Initiative had a display table in the OFBF Hospitality Corner tradeshow in Columbus, OH on 12/3/08. The Initiative’s activities and trade opportunities, the February 2009 agricultural educational tour of Israel, and the May 2009 Ohio Trade Mission to Israel and Agritech 2009 were promoted. Missions’ alumni and OIAI Advisory Committee members volunteered at the booth.

On 12/2/09 the Initiative participated in the OFBF Hospitality Corner Tradeshows which this year took place in Cincinnati, OH. The Initiative had a booth, and promoted OIAI activities and trade opportunities, including the Ohio booth at the January 13-14, 2010 AgroMashov 2010 agriculture tradeshow in Israel. Missions’ alumni and OIAI Advisory Committee members volunteered at the booth.

The Initiative had a booth at the Ohio Farm Bureau Federation Annual Meeting’s Hospitality Corner, Columbus, OH on 12/1/10, where Initiative Reps presented the Initiative’s activities, promoted trade opportunities with Israel, and recruited Ohio companies for AgroMashov 2011. This was the 6th straight year that the OIAI participated in the OFBF hospitality corner.


Two representatives from the Initiative attended the Ohio Aquaculture Association’s 2005 Annual Meeting at OSU’s South Centers, Piketon, Ohio on December 3, 2005. There were about 150 aquaculture attendees at the meeting. The Initiative had a display booth at the tradeshow during the annual meeting. The Initiative’s staff listened to presentations and met with the leadership of the organization and with aquaculture farmers to promote the Initiative’s activities and various missions to Israel.

The Initiative participated in the Ohio Aquaculture Association Annual Meeting which was held in Columbus on February 9, 2007. About 150 aquaculture people attended the meeting. The Initiative had a display booth where materials about OIAI’s activities, focusing on the aquaculture projects, the agricultural missions to Israel, aquaculture missions to Israel, and the Ohio student internship program in Israel were presented.

The Initiative participated in the Ohio Aquaculture Association Annual Meeting which was held in Columbus on December 8, 2007. About 80-85 aquaculture professionals attended the meeting. The Initiative had a display booth where materials about OIAI’s activities, focusing on
the aquaculture projects, the agricultural and extension missions to Israel, and the Ohio student internship program in Israel were presented.

The Initiative had a display booth in the Ohio Aquaculture Association Annual Meeting which was held in Reynoldsburg, OH on January 17, 2009. About 80 aquaculture people attended the meeting. The Initiative presented materials about OIAI’s activities and promoted the Initiative’s Ohio-Israel aquaculture work, including technology transfer, trade, and Israel internship program for Ohio aquaculture college students. In addition, the Initiative’s rep recruited companies to participate in the Ohio booth at Agritech 2009 in Israel towards Ohio export to Israel.

As a result, YSI Inc. and Kinetico Inc. signed up for Agritech 2009

The Initiative participated and had an Israel Aquaculture booth in the Ohio Aquaculture Association Annual Meeting, Workshop and Tradeshow, which took place in Columbus, OH on February 11-12, 2011. The event was held in conjunction with the North Central Regional Aquaculture Center’s (NCRAC) 2011 Annual Program Planning Meeting. Several educational sessions were presented by industry specialists on a variety of topics. The industry tradeshows enabled attendees to see the latest aquaculture products available and talk to vendors and distributors. Israel was the only foreign country to have a booth at the tradeshow. About 15 regional and national U.S. suppliers to the aquaculture industry participated in the tradeshow, and attendance reached over 100 participants from Ohio as well as about 70 from 11 other states in north central U.S.

Initiative staff and volunteers presented materials about OIAI’s activities and promoted the Ohio booth at AgroMashov 2011 in Israel.

The Israel company that was presented at OAA 2011 was:

- ConFeed - Controlled Feeding Systems (confeed.biz)

The Israel Aquaculture booth presented ConFeed, an Israeli aquaculture company specializing in controlled feeding systems which was interested in entering the U.S. market using Ohio as a gateway. ConFeed’s CEO Yitzhak Lifshitz as well as Ohio-Israel Ag Initiative staff and volunteers promoted the Israeli company and displayed info about the company. ConFeed’s CEO used the Initiative’s booth as a base to meet with potential clients and contacts and arrange site visits in Ohio aquaculture farms and academic institutions.


The OFA Short Course international floriculture conference and tradeshow is held annually in Columbus, OH. The OFA Tradeshow is the largest horticulture tradeshow in the U.S. and 3rd largest in the world. It features about 550 international exhibitors including manufacturers, distributors and suppliers to the horticulture industry. It is made up primarily of greenhouse growers, garden centers, and nurseries. Close to 10,000 people, who are buyers and decision makers for companies from all over the world, attend the show. In addition, over 130 educational sessions are presented.
The Initiative participated in the OFA 2008 tradeshow which was held in Columbus, OH on 7/13-15/08. The Initiative staff presented information about the OIAI program and Agritech 2009, and actively looked for Ohio floriculture companies exhibiting in the show that might be interested in trade with Israel and in participating in the Ohio booth at Agritech 2009.

The Initiative participated in OFA 2009 in Columbus, OH on 7/12-14/09. The Initiative staff presented materials about OIAI activities, Israel Agriculture booth at Farm Science Review 2009, and the Ohio booth at AgroMashov 2010, and actively looked for Israeli companies interested in being presented at FSR 2009 as well as for Ohio companies that might be interested in trade with Israel and in participating in the Ohio booth at AgroMashov 2010. Several Israeli companies signed up for the Israel Agriculture booth at FSR 2009 as a result.

The Initiative had a booth at OFA 2010 international floriculture conference and tradeshow in Columbus, OH on 7/11-13/10. The following 3 Israeli horticulture companies were showcased and promoted at the OIAI booth at OFA 2010:

- Amiad Filtration Systems - Filtration systems for agriculture and landscape irrigation (www.amiadusa.com)
- Diversified Imports - Selling Israeli equipment to the greenhouse and poultry industries (www.diversifiedimports.com)
- Future Tense, Ltd. - Development and servicing of software solutions to manage intellectual property and handle office tasks related to such assets (http://ftip.biz)

Representatives of Amiad and Diversified were present at the booth to promote their respective companies. OIAI staff promoted the Israeli company that was not able to send their own Rep (Future Tense).

Initiative staff presented materials about OIAI activities, the Israel Agriculture booth at Farm Science Review 2010, and the Ohio booth at AgroMashov 2011. Initiative staff also looked for Israeli companies interested in being presented at the Israel Agriculture booth at FSR 2010 and for Ohio companies that might be interested in trade with Israel and in participating in the Ohio booth at AgroMashov 2011 tradeshow and the Arava MoPatuach 2011 tradeshow in Israel.

Zvi Herman, Agriculture and Science Minister for the U.S., Canada and Mexico, Embassy of Israel, Washington, D.C., attended the tradeshow and was at the OIAI booth to greet visitors and cater to those interested in trade with Israel.

Outcome:

- Amiad’s Rep met with 5 potential new clients.
- Diversified’s 2 Reps had productive introductory meetings with 17 qualified and potential customers.
- Future Tense – The Initiative gathered contact info of decision makers in companies that might be potential clients for the Plant Breeders Rights software program of Future Tense and forwarded these contacts to the Israeli company.
- Hishtil – The Initiative recruited an Israeli company interested in increasing their sales in Ohio (Hishtil) and identified potential distributors for them.
• Pelemix - The Initiative promoted an Israeli company interested in trade with Ohio (Pelemix) and identified potential distributors for them.
• The Initiative recruited Israeli companies interested in being presented at FSR 2010 tradeshow (Hishtil, NanaDan Jain, Ginegar Plastic Products).
• Initiative staff made Tradeshow arrangements with Reps of those Israeli agriculture companies that have already signed up for FSR 2010 and which were present at OFA 2010.
• The Initiative met with Reps of all 3 companies which have been showcased at the OSU South Centers drip irrigation demo unit (Amiad, Tefen, Netafim) and made tentative plans with these Reps to attend and give presentations at the upcoming OSU South Centers Demo Unit workshops about their respective companies and products.

Media:
• A Pre-OFA10 press release titled “Ohio-Israel Agricultural Initiative Presents Water-Saving Israeli Horticultural Firms at OFA 2010 Short Course Tradeshow” was issued on 6/17/10.
• An article titled “Ohio-Israel Agricultural Initiative Presents Water-Saving Israeli Horticultural Firms at OFA 2010 Short Course Tradeshow” was published in the 6/18/10 “Israel Update” e-Newsletter of the Consulate General of Israel in Philadelphia.

The Initiative is going to have an Israel horticulture booth at OFA 2011 tradeshow in Columbus, OH on 7/10-12/11. To date, 4 Israeli horticulture companies have signed up to be showcased in the booth:

• Agam Greenhouse Energy Systems Ltd. - Dehumidification systems for greenhouses (www.agam-greenhouses.com)
• CY Seeds (Chen-Yaffe Seeds) - Ornamental asparagus seeds (www.cyseeds.com)
• Diversified Imports - Selling Israeli equipment to the greenhouse and poultry industries (www.diversifiedimports.com)
• Pelemix - Coco coir based substrates for greenhouses, nurseries, potting soil, and gardening (www.pelemix.com)

Reps of CY Seeds, Diversified, Pelemix and Agam are planning on being at the tradeshow to promote their respective companies and look for potential clients and, if need, also for distributors.

5. Central Environmental Nursery Tradeshow (CENTS) – 2009 and 2011

The Initiative participated in the Central Environmental Nursery Tradeshow (CENTS) 2009, organized by ONLA (Ohio Nursery & Landscape Association) in Columbus, OH on 1/26-28/09. OIAI trade mission alumnus Jim Chatfield of OSU Extension horticulture promoted the Initiative’s activities at the OSU booth at CENTs and in his 4 presentations in the conference, focusing on the Ohio booth at the Agritech 2009 tradeshow.
The Initiative had a booth at the regional Central Environmental Nursery Tradeshow (CENTS) 2011 in Columbus, OH on 1/24-26/2011. Initiative staff and volunteers promoted OIAI’s activities, the Ohio student agriculture internship program in Israel, and the Ohio booth at AgroMashov 2011 tradeshow in Israel. In addition, the Initiative looked for Ohio companies interested in trade with Israel.

The Initiative showcased 13 Israeli agribusinesses in the CENTS 2011 Israel agriculture booth:

- Arad - Water meters for domestic, agriculture, and waterworks industries (www.arad.co.il)
- A.R.I. - Flow control accessories (www.arivalves.com)
- Arkal Industries - Water treatment filters and plastic leisure garden products (www.arkal.co.il)
- Danziger - Breeding and producing high quality flower varieties for growers (www.danziger.co.il)
- Dorot - Automatic control valves for agricultural, industrial & waterworks applications (www.dorot.com)
- Elgo Irrigation Ltd. - Irrigation products and kits (drippers and sprinklers) for home gardening (www.elgo.co.il)
- Netafim - Drip irrigation products and water management solutions (www.netafim.com)
- ODIS Irrigation Equipment, Ltd. - Irrigation equipment (www.odis.co.il)
- Palram Industries Ltd. - Thermoplastic sheets (www.palram.com)
- Paskal - Orchard, vineyard, and greenhouse items including hooks and clips (www.paskal.biz)
- Polygal - PC multi wall sheets for agriculture (www.polygal.com)
- Polysack - ChromatiNet, Aluminet, & other shading, protection nets, and plastics (ground and greenhouse covers, support nets, mulching films) (www.polysack.com)
- PolyZiv - Custom plastic foam pallets and storage containers (www.polyziv.co.il)

Contacts were made with several Ohio companies which expressed interest in trade opportunities with Israeli companies.


An Initiative rep participated in the Ohio Produce Growers & Marketers Association (OPGMA) 2009 Congress, January 12-14, 2009 in Sandusky, OH, promoting the Initiative’s activities and focusing on the Ohio booth at Agritech 2009 tradeshow. In addition, Ohio green industry companies exhibiting in the Congress were approached and recruited for Agritech 2009 and for trade with Israel.

As a result, several Ohio companies expressed interest in Agritech 2009 and Sure to Grow signed up for the Ohio booth at Agritech 2009.

The Initiative had a booth at the OPGMA 2011 Congress and Tradeshow, which took place on 1/18-19/2011 in Sandusky, OH. The Initiative promoted its activities, including the Ohio student agriculture internship program in Israel, and looked for Ohio companies interested in participating in the Ohio booth at AgroMashov 2011.
The Initiative showcased 17 Israeli agribusinesses in OPGMA 2011:

- Amiad Filtration Systems - Filtration systems for agriculture (www.amiad.com)
- Arad - Water meters for domestic, agriculture, and waterworks industries (www.arad.co.il)
- A.R.I - Flow control accessories (www.arivalves.com)
- Arkal Industries - Water treatment filters and plastic leisure garden products (www.arkal.co.il)
- Dorot - Automatic control valves for agricultural, industrial & waterworks applications (www.dorot.com)
- Gavish Control Systems, Ltd. - Computerized systems for greenhouses, fish & dairy farms, and feed centers (www.gavish.org.il)
- Ginegar Plastic Products, Ltd.- Greenhouse cover and mulch films (www.ginegar.com)
- NaanDanJain Irrigation - Irrigation and climate-control technologies for greenhouses, nurseries, fields, orchards, landscape, and industry (www.naandanjain.com)
- Netafim - Drip irrigation products and water management solutions (www.netafim.com)
- ODIS Irrigation Equipment, Ltd. - Irrigation equipment (www.odis.co.il)
- Palram Industries Ltd.- Thermoplastic sheets (www.palram.com)
- Paskal - Orchard, vineyard, and greenhouse items including hooks and clips (www.paskal.biz)
- Pelemix - Coco coir based substrates for greenhouses, nurseries, potting soil, and gardening (www.pelemix.com)
- Polygal - PC multi wall sheets for agriculture (www.polygal.com)
- Polysack - ChromatiNet, Aluminet, & other shading, protection nets, and plastics (ground and greenhouse covers, support nets, mulching films) (www.polysack.com)
- PolyZiv - Custom plastic foam pallets and storage containers (www.polyziv.co.il)
- Tefen Plastic Products Ltd. - Plastic products for agricultural, garden, and industry applications (www.tefenplastic.com)

As a result of the Initiative’s participation in OPGMA 2011, one company (Swihart Sales Company, which makes chemical mist sprayers for agriculture) signed up for the Ohio booth at AgroMashov 2011 tradeshow in Israel.

7. Ohio Seed Improvement Association (OSIA) Annual Conference “2009 Ohio Certified Seed Growers’ School”- 2009

An Initiative colleague, John Armstrong, Secretary/Manager of the Ohio Seed Improvement Association (OSIA), represented the Initiative at the Ohio Seed Improvement Association Annual Conference “2009 Ohio Certified Seed Growers’ School” in Columbus, OH, on 1/15/09. He promoted the Ohio booth at Agritech 2009 to conference participants on behalf of the Initiative.

8. 3rd Annual Stinner Summit - 2009

The Initiative participated in the 3rd Annual Stinner Summit which was presented by the Agroecosystems Management Program of OSU/OARDC and took place at Malabar Farms, Lucas, OH on 10/16/09. Over 100 people attended the summit. The Initiative had a booth and displayed promotional OIAI materials. An Initiative Rep took part in the summit and promoted
OIAI’s activities, including the Ohio student agriculture internship program in Israel, the Ohio booth at AgroMashov 2010, on site Mini Dairy processing, and kosher certification.


The initiative participated in the OSU Renewable Energy Workshop presented by the OCAMM Program at the School of Food, Agricultural, and Biological Engineering of OSU/OARDC. The workshop took place at OARDC, Wooster, OH on 11/12/09. 9 Ohio companies were showcased in the tradeshow of the workshop, which was attended by about 150 people. The Initiative had a booth at the tradeshow. Initiative staff took part in the workshop, displayed promotional OIAI materials in the booth, and promoted OIAI’s activities, including the Ohio booth at AgroMashov 2010, Israel’s alternative energy solutions, and the Ohio student agriculture internship program in Israel. In addition, slides describing the Initiative, Israel’s Alternative Energy activities, and the Ohio booth at AgroMashov 2010, were shown continuously to workshop participants during breaks.

As a result of the Initiative’s exposure at the workshop’s tradeshow, 4 Ohio companies expressed interest in trade with Israel and potentially participating in the Ohio booth at AgroMashov 2010, and one of these companies (Thorntech Company) signed up for AgroMashov 2010.

The initiative participated in the 2010 OSU Renewable Energy Workshop presented by the OCAMM Program at the School of Food, Agricultural, and Biological Engineering of OSU/OARDC in OARDC, Wooster, OH on 11/18/10. Speakers presented the latest updates on the use of wind, solar, and biomass for energy production in Ohio, and the latest in green vehicles and biofuels. The workshop also included a visit to a state-of-the-art anaerobic digestion facility. There were 7 exhibitors.

The Initiative had a booth at the tradeshow part of the workshop. Initiative staff promoted OIAI’s activities, including Arava MoPatuach 2011 tradeshow in Israel, the Ohio booth at AgroMashov 2011 tradeshow in Israel, Israel’s alternative energy solutions, and the Ohio student agriculture internship program in Israel. In addition, slides describing the Initiative, Israel’s alternative energy activities, and the Ohio booth at AgroMashov 2011 were shown continuously to workshop participants during breaks.

Outcome – The Initiative renewed contacts with several Ohio biofuel algae and other alternative energy companies such as Phycal, Algaeventure Systems, and Quasar Energy Group. Overall, it was a good exposure opportunity for the Initiative in the alternative energy sector.

10. Ohio Food Industry Expo - 2011

The Initiative sponsored an Israel booth at the 2011 Ohio Food Industry Expo on February 18, 2011, in Dublin, Ohio. The event included a series of educational programs, a tradeshow, and networking opportunities. A total of 24 Ohio companies and organizations presented at the tradeshow. The event provided educational and technical information to the food industry, while also showcasing the companies and service providers affiliated with the industry. The 177 attendees included food manufacturers, academic partners, service providers, technicians, economic development leaders, agricultural producers, and industry related organizations.
Israel was the only foreign country to have a booth at the tradeshow. The Israel booth presented 1 Israeli company interested in identifying potential new clients in Ohio and the U.S.:

• J&G Pecans Ltd./Shekarchi Ltd. – Kosher, nut-based snacks and food ingredients (www.jandgpecans.com)

An Initiative Rep promoted the Israeli company that signed up for the booth, and displayed samples and info about the company. In addition, info about the Initiative and its activities was on display at the booth.

11. Scarlet, Grey and Green Fair - 2011

The 2011 Scarlet, Gary and Green Fair was a joined community/university green fair and tradeshow with the objective of teaching about sustainability and green technologies. The fair took place on 4/19/11 at OARDC campus in Wooster, OH. It featured eco-oriented exhibits as well as student competitions, recycling and food. About 70 exhibitors presented at the tradeshow. Due to bad weather, less than the expected 2,000 people attended the fair.

The Initiative had a booth at the 2011 Scarlet, Gray and Green Fair, presenting OIAI’s activities and promoting trade opportunities between Ohio and Israel.

V.B. Tradeshows in Israel

1. IsraFood-Hotex International Food & Beverage Exhibition, Tel Aviv, Israel – 2004 and 2005

The annual IsraFood-Hotex International Food & Beverage Exhibition in Tel Aviv, Israel takes place in November. With approximately 30,000 food distributors, retailers, wholesalers, restaurateurs and hotel representatives attending, IsraFood is the largest event of its kind in the Middle East. The invitation-only exhibition showcases international products from dozens of countries and hoped to attract more American businesses to display their products.

For IsraFood 2004, the U.S. Embassy in Tel-Aviv reserved display spaces for Ohio companies, and trained specialists to do the on-site work at the event. These representatives staffed the pavilions, assembled displays, searched for distributors, and helped establish contacts with Israeli, Middle Eastern and European businesses. The U.S. Embassy subsidized most of the cost of participating in this event and offered Ohio businesses a diplomatic discount when shipping displays to Israfood. Because of the favorable currency exchange rate and free trade agreements between Israel, America, and Europe, American companies could be more competitively priced than other nations when it comes to food distribution.

The Initiative approached Ohio food companies to investigate the possibility of a relationship with Israeli counterparts for export from Ohio to Israel. Participation in IsraFood-Hotex’s Food & Beverage Exhibitions for Israeli and Middle Eastern distributors, which attracts top food industry professionals, importers, and local manufacturers, should give Ohio companies and their products excellent exposure and an opportunity to enter the market.
A total of 260 companies participated in IsraFood 2004. The Initiative recruited 12 Ohio food companies to present their products at IsraFood 2004 (out of the 15 total U.S. companies that were represented at the event). The Ohio food companies were:

- Almondina Brand Biscuits/YZ Enterprises, Inc., Maumee, OH - All natural crunchy almond cookies
- Archway Cookies, Ashland, OH - Crispy cookies with fruit or chocolate chip filling
- Bertman Original Ball Park Mustard, Cleveland, OH - Famous for brown ballpark mustard served at Jacobs Field in Cleveland and for horseradish sauce
- Bunker Hill Cheese, Millersburg, OH - All natural and certified organic cheeses
- Chocolate Emporium, Cleveland, OH - Non-dairy handmade chocolates and chocolate covered pretzels
- Cooperative Business International (CBI), Columbus, OH - Coffees, spices and popcorn
- Fisherman’s All Natural Seasonings, Cleveland, OH - All natural seasonings primarily for fish, and for poultry and meat as well
- Maramor Candy Company, Columbus, OH - Gift basket & kosher candy suppliers to individuals and the hotel industry
- O’Neil Foods, Garfield Hts, OH - Grain, wheat, corn and soy processed products, for the kosher, vegetarian and health food market
- Total Ultimate Foods, Columbus, OH - Dry powder mixes for savory sauces and mousse
- Trophy Nut Company, Tipp City, OH - Kosher dry roasted nuts
- Zio World Cuisine, Glouster, OH - Upscale shelf-stable prepared dinners

ODA’s marketing representative, Tim Sword, provided personal representation of American products to Israeli companies. He met personally with Israel’s Ministry of Agriculture, and many Israeli buyers and representatives including buyers from:

- Tiv Taam, the largest non-kosher supermarket chain in Israel
- Supersol, an Israeli supermarket chain
- Alaska Ltd., an importer, distributor and wholesaler of sugar-free products
- The Urbach Agencies, a food service and distributor, new to importing
- Chocotrade, an importer of Riccola, chewing gum, and confectionary chocolate
- COOP (Blue Square), Israel’s second largest retailer and chocolate importer
- Popli, a kibbutz-owned importer of popcorn and pet food
- American Quality Products, an Israeli importer and distributor

These representatives and other visitors showed strong interest in frozen fish, nuts and nut products, vegetarian meals, cookies and green coffee. Sword generated forty three trade leads for Ohio companies for a variety of different products.

The Initiative, along with the Ohio Department of Agriculture, followed up with the Ohio companies represented at Israfood 2004 and encouraged them to export or to become ready to export.

Two Ohio food producers have made progress towards exporting to Israel thanks to their participation in the event. One company, YZ Enterprises, Inc., which makes Almondina Biscuits, shipped their first trial order of cookies to Israel (see respective section). The other
Ohio company, CBI, received their first trial order for green coffee from an Israeli distributor and shipped their product to Israel.

The Initiative recruited 5 Ohio food companies to participate in IsraFood 2005 (This represents a third of the total number of U.S. food companies (15) presenting at IsraFood 2005). The Ohio food companies were:

- Homestat Farm - Dry Seasonings (kosher certified) (www.homestatfarm.com)
- Ben's Mustard - Hot Mustard Relish (www.bensmustard.com)
- Empress Food Products - Cincinnati's Famous Original Empress Chili
- Gilburt Wine - Honey Wine (www.ohiohoneywine.com)
- Riverdale Fine Foods (Dayton Nut) - Jambalaya Cajun Snack Mix, Minute Fudge and Coconut Candy (kosher certified) (www.riverdalefinefoods.com)

Overall, 250 Reps representing 1200 food and drinks companies from Israel and other countries participated in IsraFood 2005. The Initiative arranged for a representative of the Ohio Eastern Mediterranean Regional Office of the Ohio Department of Development based in Tel Aviv to represent the Ohio food companies at IsraFood 2005, and help with the follow up contacts. In addition, representatives from the U.S. Embassy in Tel Aviv contacted Israeli importers with the information about the five Ohio food companies scouting for interested Israeli importers. Several Israeli importers have shown interest in the products of the Ohio companies. Contacts were made between the Ohio companies and Israeli importers for direct negotiations.

The participation of the Ohio food companies in IsraFood 2004 and 2005 was covered by the media both in Israel and in the U.S.

2. Shufersal Supermarkets American Month in Israel - 2007

Shufersal supermarkets, the largest supermarket chain in Israel, decided to dedicate one month as “American Month”. The event was scheduled for July 2007. Shufersal’s plans were to present and sell products from the U.S. in their supermarkets during this period. The products have to be kosher, non-perishable, and pass a pre-selection by Shufersal buyers. The Initiative invited kosher certified Ohio food companies to participate in the American Month. The Initiative identified 4 companies that were interested in participating in Shufersal’s American Month as well as in exporting their food products to Israel:

- LaRue of Cincinnati (flavored alcohol liquors and flavored schnapps)
- YZ Enterprises, Inc. of Maumee (Almondina cookies)
- Ralston Foods, which has their cereal plant in Ohio (cold breakfast cereal)
- Tastee Apple of Newcomerstown (apple chips).

The 4 companies sent their product samples to FMI food tradeshow in Chicago and to New York City for presentation to the Shufersal buyers, and some of them also met with Shufersal representatives. Three of the companies were selected for further evaluation by Shufersal in Israel:

- YZ Enterprises, Inc.
- Ralston Foods
Product samples were obtained in Israel for further evaluation.

Shufersal’s “American Month” was postponed, with no rescheduled date. In the meantime, Tastee Apple of Newcomerstown (apple chips) was bought by another company and moved out of Ohio; Shufersal’s buyer, Mr. Avi Zinger, started to import to Israel Almondina cookies of YZ Enterprises, Inc. of Maumee, through his own importing company (see respective section), and Israel’s A.D.A. importer started to import to Israel six lines of Ralston Foods’s cold breakfast cereal, which is produced in Ralston’s Ohio plant (see respective section).


The second largest Israeli supermarket chain, Blue-Square, was planning to have an American Health Foods promotion in Israel in November 2007. They invited American kosher food producers to apply to participate in this promotion. The Initiative was working with Yossi Barak and Gilad Shachar at the U.S. Embassy in Tel Aviv, and with Avi Zinger, Israeli Importer, towards having Ohio food companies represented in the Israeli Health Foods Promotion. The Initiative looked for Ohio food producers interested in participating in the promotion and in the potential of exporting their products to Israel. About 16 companies showed interest in participating in the Blue-Square American Health Foods Promotion in Israel, and two of these companies have officially applied to participate in this promotion:

• Pierre’s Ice Cream - Sorbet “Hola Fruta” (Low fat, cholesterol free, with anti-oxidant rich fruits)
• Shearers - Natural health snack foods (Reduced fat, whole grain, multi grain snacks).

The Blue-Square American Health Foods Promotion was postponed with no rescheduled date. The Initiative will help the 2 Ohio food companies through the selection process, once Blue-Square re-activates the project and sets a new date for the event.

4. Agritech International Agricultural Exhibition, Tel Aviv, Israel – 2006, 2009

The Initiative received a request from Israel to look for Ohio agribusinesses interested in participating in and displaying their products at the American Pavilion at Agritech 2006 International Agricultural Exhibition, May 9-11, 2006, in Tel Aviv, Israel. The exhibition takes place once every three years, and is the largest agricultural tradeshow in the region. Participating in the exhibition would give interested Ohio agribusinesses the exposure and opportunity to enter the Israeli and Middle Eastern market. Ohio agriculture companies could either send their own representatives, or be represented by the Initiative. A minimum of ten U.S. companies was required in order to have the American Pavilion.

This project was cancelled, as the U.S. Embassy in Tel-Aviv, Israel, who initiated the project, decided not to pursue it in 2006. However, delegates of the May 2006 Ohio trade mission to Israel visited Agritech 2006.

The Initiative presented 10 Ohio agribusinesses and 17 Ohio agricultural and economic development regional organizations at a special Ohio booth at Agritech 2009 – the 17th
International Agricultural Exhibition in Tel-Aviv Israel on May 5-7, 2009. Ohio was the only U.S. State to have a booth at the tradeshow. The triennial event drew over 30,000 visitors from Israel and around the world and introduced them to agricultural products and innovations in all areas of agriculture.

The 10 Ohio companies which participated in the Ohio booth at Agritech 2009 were:

- DLM Plastics (Findlay, Ohio) – Makes custom designed and manufactured flexible products
- Graminex (Deschler, Ohio) - Produces non-solvent extracted flower pollen
- Kinetico Incorporated (Newbury, Ohio) - Manufactures water treatment equipment
- Lauren International (New Philadelphia, Ohio) - Engineers polymer products and materials
- Prime Equipment Group (Columbus, Ohio) - Manufactures, sells, and services innovative poultry processing equipment
- Redex (Salem, Ohio) - Manufactures and distributes the Udderly Smooth family of products for dry, chapped, and cracked skin
- Sure to Grow (Beachwood, Ohio) – Creates plant growth media technology specifically for greenhouses and hydroponics
- Vernay Laboratories, Inc. (Yellow Springs, OH) - Designs and manufactures precision elastomeric fluid control components
- YSI, Inc. (Yellow Springs, Ohio) - Designs sensor instrumentation and real-time monitoring systems for natural resources and aquatic life
- YZ Enterprises, Inc. (Maumee, Ohio) – Manufactures Almondina cookies

The 17 participating agricultural associations and organizations were:

- Ashland Area Council for Economic Development
- BioOhio
- Braintree Business Development Center
- Center for Innovative Food Technology
- Cincinnati USA Partnership
- Cleveland Plus
- Maumee Valley Growers
- Ohio Aquaculture Association
- Ohio Business Development Coalition
- Ohio Department of Agriculture
- Ohio Department of Development
- Ohio-Israel Agricultural Initiative of The Negev Foundation
- Ohio Seed Improvement Association
- Ohio Soybean Council
- Ohio State University (OSU), Ohio Agricultural Research and Development Center/OSU and Ohio State University Extension
- Tuscarawas County Port Authority
- Wayne Economic Development Council

The Ohio booth at Agritech 2009 gave good exposure to the Ohio companies and organizations. Many visitors stopped by the booth to explore economic opportunities between their companies and Ohio. The Ohio booth’s opening ceremony was attended by various dignitaries, including the U.S. Ambassador to Israel and Israel’s Minister of Agriculture.
The Initiative’s team obtained contacts of many Israeli and international companies that expressed interest in the Ohio companies which were showcased in the Ohio booth. The contact were obtained before the show through working with ODOD’s office in Israel and the U.S. Embassy in Israel, and during the show by direct meetings. In addition, during the tradeshow, the Initiative obtained contacts of Israeli companies which expressed interest in entering the U.S. market using Ohio as a gateway. The Initiative is helping connect between the Ohio companies and organizations and the Israeli and international companies that expressed interest in them, and is working with the Israeli companies that asked for the Initiative’s assistance in entering the Ohio and U.S. market (ongoing).

The following are examples of outcome of the Initiative’s participation in Agritech 2009:

**DLM Plastics**  
Israeli contact: GES  
Outcome: After discussions, GES decided not to pursue it.

**Graminex**  
Israeli contacts: A list of potential Israeli distributors and clients was supplied to Graminex  
International contact: Wallonia Export & Investment (Belgium)

**Kinetico Incorporated**  
Kinetico’s Israel distributing company, GES, sent their own Rep to the Ohio booth. This Rep promoted Kinetico and forwarded all contacts directly to Kinetico.  
Outcome: No new clients were secured through the tradeshow.

**Lauren International**  
Israeli contacts:  
5 potential distributors of seals and gaskets: Gumiyan Rubber Industries, Ltd.; Techno Ad Ltd.; Devtec Technological Adhesives Ltd.; Gumspeed Ltd.; Agmon Manufactures of Rubber & Plastic Products Ltd.  
3 potential distributors for Lauren AgriSystems: Afimilk; Full-Laval; SCR Engineers

**Prime Equipment**  
Israeli contacts:  
3 potential Reps: Y. Smadar Engineering & Technology Ltd.; AgriGo Ltd.; Nili Metal Works Ltd.  
1 potential client and Rep: Of Tene. Outcome of Of Tene: Not interested at present.

**Redex**  
Israeli contacts – The Initiative distributed samples of the Redex product to many potential clients.

**Sure to Grow**  
9 Israeli contacts as potential distributors, manufacturers, and clients: Pelemix, Tuff Merom Golan, Agrekal, shacham-g-a., Yair Abutbul, Zeraim Gedera, T.A.P., Hydroeco, Ofertex  
6 International contacts:
TAS Hill Plantations (India), Mauli Hi-tech Nursery (India), Renaissance Overseas (India), Shandong Ratzon Ag. Dev. (China), Erust Tarim (Turkey), Fidas Seracilik Fidecilik (Turkey).

Outcome:
Israel: Narrowed contacts down to 3 Israeli companies that followed up with specific interest: Agrekal, T.A.P., Hydroeco. These Israeli companies tested the STG product, and negotiated with Sure to Grow about representation (10/26/09). Eventually, another Israeli importer bought Sure to Grow’s products and distributed them in Israel (see respective section).
International: None of the International contacts responded.

Vernay Laboratories, Inc.
Vernay Laboratories’s Israel plant Rep and Italian Rep attended Agritech 2009 and promoted their company in the Ohio booth. They made direct contacts with potential distributors.

Israeli contacts: 2 Israeli companies wanted to become distributors.
Outcome: After discussions with the 2 Israeli companies, none was interested, as the product did not fit their line of service.

YSI, Inc.
8 Israeli contacts as distributors and clients: GES, Rotem, Gavish, Talgil, Agrolan, TST, Pacific, Madan.
Outcome:
Gavish, which was interested in becoming a YSI distributor, met with YSI’s regional manager who came especially to Israel from Spain for negotiations (10/09). It was concluded that the Israeli market is too small and YSI’s products are too expensive for Gavish to represent YSI. YSI decided to keep using the Rep that they already have in Israel.

YZ Enterprises, Inc.
The Initiative’s tram promoted the Almondina product at the Ohio booth in order to increase local awareness, as the product was already being sold in the Israeli market.

5. AgroMashov International Agricultural Exhibition, Tel Aviv, Israel – 2007, 2010 and 2011

AgroMashov 2007

The Initiative was invited by AgroMashov management to have Ohio agriculture companies present at AgroMashov 2007 International Agricultural Exhibition, April 18-19, 2007, in Tel Aviv, Israel. The agricultural tradeshow takes place in Israel every spring. Participation in the exhibition would give interested Ohio agribusinesses the exposure and opportunity to enter the Israeli and Middle Eastern market. Ohio agriculture companies could either send their own representatives, or be represented by the Initiative. The Initiative was looking for Ohio agribusinesses interested in participating in and displaying their products at AgroMashov 2007, as part of an Ohio Agriculture booth.

This project was cancelled due to time and cost constraints.

AgroMashov 2010
The Ohio-Israel Agricultural Initiative of the Negev Foundation showcased Ohio agribusinesses in a special pavilion at AgroMashov 2010 – The 20th Israel International Exhibition for Agribusiness, Technology and Products in Tel-Aviv, Israel on January 13-14, 2010. AgroMashov is one of the larger agricultural tradeshows in the Middle East, with about 20,000 visitors (growers, developers, producers, buyers and researchers) from about 50 countries. The annual tradeshow highlights products, processes, and technology from all sectors of agriculture and agribusiness. The Ohio pavilion, part of the Initiative’s ongoing efforts to enhance Ohio-Israel agribusiness relations, featured 8 Ohio agribusinesses. The companies participating in the Ohio pavilion received the exposure needed to attract buyers from Israel, and countries in Asia, Africa and Europe.

The 8 Ohio companies which participated in the Ohio booth at AgroMashov 2010 were:

- Allied Machine & Engineering Corp. (Dover, Ohio) – Manufactures replaceable-tip drilling systems for precision hole-making and metal-cutting (www.alliedmachine.com)
- Gorman Rupp International (Mansfield, Ohio) - Manufactures self-priming pumps and pumping systems (www.GRpumps.com)
- Lauren Manufacturing (New Philadelphia, Ohio) – Makes multi-market seals and gaskets, custom-designed (www.lauren.com)
- Prime Equipment Group (Columbus, Ohio) – Develops, manufactures, sells, and services innovative and customized processing equipment for the chicken and turkey industries (www.primeequipmentgroup.com)
- Rain Drop Products (Ashland, Ohio) - Manufactures zero-depth pool and above ground spray park, spray pad and SprayGround® features and recirculation equipment utilized in recreational developments (www.rain-drop.com)
- Sure to Grow (Beachwood, Ohio) – Produces a revolutionary new plant growth media technology for greenhouse and hydroponics (www.suretogrow.com)
- Thorntech Company (Perrysville, Ohio) – Develops and engineers biomass based combustion systems for industrial process heat, structure heating/cooling, and electric cogeneration (www.flexfuelcombustion.com)

The Initiative’s staff at the pavilion represented the Ohio companies, conducted meetings with potential clients and distributors, and made business contacts in the respective areas of interest. A Rep of Israel’s EMCOL company, which is Israel’s distributor of Gorman Rupp, represented and promoted this Ohio at the Initiative’s booth. The Initiative’s staff also met with reps of Israeli agribusinesses interested in entering the U.S. market using Ohio as a gateway, gave them initial information, and encouraged them to continue working with the Initiative towards their goals.

The Ohio booth at AgroMashov 2010 tradeshow in Israel was covered by the Israeli and Ohio media in press releases and articles, which added to the exposure of the Initiative and the 8 Ohio companies that were presented at the tradeshow.

Outcome - The following Israeli companies expressed interest in being potential clients or reps for the Ohio companies presented at AgroMashov 2010. These contacts were supplied to the Ohio companies for direct negotiations:
Allied Machine & Engineering Corp
2 new potential Israeli Reps to add to their current Israel Rep Arie Elad of Arie Elad Marketing, Ltd.: Moshe Ginat of Hashahal; Arie Hausfater of Precision Mechanics Ltd.

Gorman Rupp International
2 potential Israeli clients:
Zeev Weinfeld, Managing Director, Kav Systems Technology & Development Ltd.; Daniel Weltman, Israel Rep, Busch Pumps & Systems
Other potential clients met directly with the Rep of EMCOL, which is Gorman-Rupp’s distributing company in Israel.

Lauren AgriSystems
Potential Israeli Rep: Afimilk (this was a follow up on one of the Agritech 2009 contacts).
Note: 3 potential Reps were presented to Laruen AgriSystems as a result of Agritech 2009.

Lauren Manufacturing
No new contacts.
Note: 5 potential Reps were presented to Laruen International as a result of Agritech 2009.

Prime Equipment Group
Potential Israeli Rep: Renata (Rinat) Koter of Loredo Group Ltd. and/or the poultry company that she represents.
Note: 3 potential Reps and 1 potential client were presented to Prime Equipment Group as a result of Agritech 2009.

Rain Drop Products
1 potential Israeli Rep: Udi Manor of Givat Brener
3 potential Israeli clients:
City of Beer Sheva (their new park); Beit Halomotai (Dream House) Children’s Kingdom of Givat Brener; Yamit Water Park Spark HaMaym, Hulon.

Sure to Grow
1 potential Rep/Distributor: Gavish Control Systems Ltd.
3 potential clients:
ZIROB Advanced Technologies Ltd.; Harel Yehuda; Mordechai Uzrad
Note: 9 potential Israeli Reps and 6 potential international Reps were presented to Sure to Grow as a result of Agritech 2009.
Outcome: See notes in Agritech 2009.

Thorntech Company
2 potential clients:
Atar Friedman of Green Lead; Boaz Inbar for almond leaves processing in a Kibbutz.
6 potential collaborations:
Chromagen (for Solar/Thermal); Elsol (for Solar/Thermal); Nimrod (for Solar/Thermal); Pereg (for Chillers); Olivebar (olive and olive oil industry waste rolls for heating, an Agritech 2009 contact); Simion Roitman of New Eco Systems Ltd. (NES).
Outcome:
Pereg expressed interest in exploring this opportunity (2/2/10)

The following contacts were made for other Ohio companies during AgroMashov 2010 towards Ohio export to Israel:

**Haynes Manufacturing Company**
1 potential Israeli distributor:
Y. Smadar Engineering & Technology Ltd. (Amit Smadar, Managing Director)

**YZ Enterprises / Almondina**
1 potential Israeli distributor:
Gilan Agencies (Eitan Gilan, Managing Director) – for sugar-free Almondina cookies

**AgroMashov 2011**

The Initiative showcased Ohio agribusinesses in an Ohio booth at AgroMashov 2011 International Agricultural Exhibition in Tel-Aviv, Israel on March 2nd & 3rd, 2011. The tradeshow, which had about 200 exhibitors from Israel and other countries, attracted about 25,000 Israeli and international visitors.

The Ohio booth at AgroMashov 2011 presented 5 Ohio companies and 1 Kansas company with presence in Ohio. The companies that were showcased were:

- Gorman Rupp International - Self-priming pumps and pumping systems (www.GRpumps.com)
- Prime Equipment Group - Innovative and customized processing equipment for the chicken and turkey industries (www.primeequipmentgroup.com)
- Kinetico, Inc. - Commercial and residential water treatment equipment (www.kinetico.com)
- Cequent Consumer Products, Inc. - Water-saving, biodegradable washing product for many surfaces (www.cequent-cpi.com)
- Ricerca Biosciences, LLC - Laboratory services for global registration of agrochemicals (www.ricerca.com)
- Swihart Sales Company - Chemical mist sprayers for agriculture (www.swihart-sales.com)

**Ohio trade delegation for AgroMashov 2011 – 2/26/11-3/4/11**

The Initiative sponsored a delegation of 9 people, 7 from Ohio, 1 from Washington, D.C., and 1 from Israel, all working for, or with the Initiative. They spent a week in Israel, attending AgroMashov 2011 tradeshow and conference, visiting agricultural facilities and meeting with potentially interested agricultural organizations and companies. The objective was to enhance agricultural tech transfer and trade opportunities between Israel and Ohio towards creating more jobs in Ohio. The delegation included the following people:

- Bob Cohen - Director, International Trade Assistance Center at Braintree, Mansfield, Ohio
- Bob Calala - President, Ohio Aquaculture Association; Calala's Water Haven, Inc., New London, Ohio
- Chris Gibbs - Chairman, Ohio-Israel Agricultural Initiative Advisory Committee; Ohio Grain and Livestock Producer, Maplewood, Ohio
• Steve Slack - Associate Vice President for Agricultural Research, The Ohio State University
• Karl Gebhardt - President, Gebhardt & Associates Inc., Westerville, Ohio, Consultant to the Ohio-Israel Ag Initiative of The Negev Foundation
• Marc Coles - Israel Liaison, The Ohio-Israel Agricultural Initiative of The Negev Foundation, Neot Nordia
• Sam Hoenig – President, The Negev Foundation
• Sarah Horowitz - Program Director, The Ohio-Israel Agricultural Initiative of The Negev Foundation, Cleveland, Ohio
• Zvi Herman - Agriculture and Science Minister for the U.S., Canada and Mexico, Embassy of Israel in Washington, D.C.

Tech Transfer – Israel to Ohio – AgroMashov 2011 meetings

On 2/28/11 the Ohio delegation to Israel met with the leadership of Kidum, the R&D applications unit of Israel’s Agricultural Research Organization (ARO) Volcani Center of Israel’s Ministry of Agriculture and Rural Development in Beit Dagan. They listened to presentations, and toured the ARO/Volcani. Meetings included:

• Review of ARO - Jacob Mualem, Head of Kidum
• Plant Protection R&D at the Volcani Center - Dr. Victor Gaba, Head, Department of Plant Pathology
• Animal Science – an overview - Prof. Sheenan Harpaz
• Plant Science - Prof. Itamar Glazer
• BioDiesel - Dr. Ilan Paran
• Post Harvest Technologies - Prof. Eli Fallik
• Meeting with Prof. Dror Minz and Dr. Yitzik Mizrachi
• Meeting with Israel’s Ministry of Agriculture and Rural Development Chief Scientist Dr. Yuval Ashdat
• Meeting with BARD Executive Director Dr. Edo Halutz

On 3/1/11 the Ohio delegation to Israel met with the agricultural and natural sciences team of Yssum, the technology transfer company of Israel’s Hebrew University of Jerusalem. They listened to presentations, and visited the aquaculture facility. Meetings included:

• An introduction to the Faculty of Agriculture
  Prof. Shmuel Wolf, Vice Dean for Research
• An introduction to Yssum
  Dana Gavish Fridman, Yissum’s Director of Marketing
• Olive oil: Ancient food and modern technologies
  Prof. Zohar Kerem
• Novel controlled release drug delivery systems in veterinary medicine
  Dr. Eran Lavi
• Zoonotic vector-borne infections of veterinary and medical importance (diagnostics)
  Prof. Gad Baneth
• Recirculation fish culture system
  Prof. Jaap van Rijn, Head, Department of Animal Sciences
• The Initiative will follow up on those Israeli agricultural technologies out of Kidum and Yssum that are ready for marketing and fit Ohio needs.
Ohio-Israel Bi-National Forum during AgroMashov 2011

On 3/1/11 members of the Ohio-Israel Bi-National Forum and guests met in Tel Aviv. The meeting included greetings, and presentations by participants, as well as discussions on how the forum can work together to promote trade opportunities between Israel and Ohio and job creation in Ohio. Participants in the meeting included:

Yossi Barak - Agricultural Specialist, Office of Agricultural Affairs, U.S. Embassy, Tel Aviv  
Rick Schottenstein - Managing Director, State of Ohio – Eastern Mediterranean Regional Office, Tel Aviv  
Avi Koren – Private sector, Farm owner, Arava  
Yankele Moscovitz – Chairman & CEO, Ramat Negev Agricultural Authority  
Yossi Yshai - General Manager of Israel Ministry of Agriculture  
Haim Dayan - Managing Director, Beef Cattle Breeders of Israel (AMBAL)  
Shmulik Rifman – Mayor, Ramat Negev Regional Council  
Fadi Dabah – Cattle trader and processor

Invited Ohio experts lectures at AgroMashov 2011

Delegates from Ohio presented lectures in the general sessions of the AgroMashov 2011 conference:

- “An Agricultural Perspective on Food Production, Sustainability and Alternative Energy in the United States”. Dr. Steven A. Slack, Associate Vice President for Agricultural Research, The Ohio State University. At the International Conference on Livestock Industries - A Marked Increase in Consumption – The Global Challenge, on 3/2/11.
- “Increasing global food supply through advanced aquaculture”. Bob Calala, President of the Ohio Aquaculture Association. At the Opening Session of the 21st AgroMashov International Conference & Exhibition - Challenges Facing Agriculture in the Shadow of the Growing Global Food Crisis and Climate Change, on 3/2/11.
- “Identifying issues and solutions to global aquaculture food supply” Bob Calala, President of the Ohio Aquaculture Association. At the International Conference on Livestock Industries - A Marked Increase in Consumption – The Global Challenge, on 3/2/11.

Delegate Dr. Steve Slack, Associate Vice President for Agricultural Research, The Ohio State University., was the invited Moderator of the “International Conference on Livestock Industries - A Marked Increase in Consumption – The Global Challenge” session on 3/2/11.

OIAI symposium on trade with the U.S. at AgroMashov 2011

The Initiative organized and sponsored a symposium during AgroMashov 2011. The symposium, titled “Needs and Opportunities in Agriculture, Food and Energy in the U.S.”, was presented at AgroMashov 2011 on 3/3/11, and moderated by Marc Coles, Israel Liaison of the Initiative. The symposium was attended by agriculture and trade people from Israel and various other countries. The program covered:

- U.S.-Israel Agricultural Cooperation and International Partnerships
Aquaculture tour in Israel – AgroMashov 2011

Ohio Aquaculture Association President Bob Calala visited Israel on the week of 2/27-3/3/11 for an aquaculture tour. The tour was sponsored by the Initiative, as part of the Ohio trade delegation to Israel. It was hosted by Yitzhak Simon, Chief Aquaculture Extension person at Israel Ministry of Agriculture. Site visits included ornamental and food fish closed aquaculture facilities throughout Israel. The objective of the tour was to introduce Bob Calala to Israel’s advanced aquaculture technologies towards setting up a Demo Fish Farm in Bob Calala’s Ohio farm using Israeli technology. At the end of the tour Calala had a good idea of what type of technology he wants to apply for the Ohio Demo Fish Farm. He hopes the facility will be based on airlift technology, as seen at Israeli facilities which were using the MegaFlow technology. Bob Calala will either work directly with MegaFlow on this project or build the farm himself.

Media – AgroMashov 2011

• An announcement write-up in the Local Partner Events section of the 11/30/10 E-Newsletter of the U.S. Commercial Service Ohio, Cleveland/Akron U.S. Export Assistance Center described and promoted the Ohio Booth at AgroMashov 2011 International Trade Show.
• A write-up in the ODOD Global Markets Division E-Newsletter of 12/1/10 described and promoted participation in the Ohio Booth at AgroMashov 2011 International Tradeshow to Ohio agribusinesses interested in trade with Israel.

• A write-up in the Ohio Jewish Communities E-Newsletter of 12/3/10 described and promoted participation in the Ohio Booth at AgroMashov 2011 International Tradeshow to Ohio agribusinesses interested in trade with Israel.

• An article in Hebrew titled “U.S. Food and Energy Agriculture Development Symposium” was published in the 12/15/10 AgroMashov E-Newsletter. The article describes OIAI’s activities, the Ohio trade mission to Israel to visit AgroMashov 2011, and the OIAI-sponsored Booth and Symposium at AgroMashov 2011.

• An article titled “Conference on the Development of Agriculture in the Food and Energy Sectors in the USA” was published in the 12/22/10 AgroMashov Newsletter. The article describes the agriculture, food and energy Ohio-Israel trade symposium and the Ohio booth planned by OIAI for AgroMashov 2011, as well as the Initiative’s activities in promoting trade opportunities between Israel and Ohio/U.S.

• A write-up in the ODOD Global Markets Division E-Newsletter of 12/28/10 described and promoted participation in the Ohio Booth at AgroMashov 2011 International Tradeshow to Ohio agribusinesses interested in trade with Israel.

• A write-up in the ODOD Global Markets Division E-Newsletter of 2/7/10 described and promoted participation in the Ohio Booth at AgroMashov 2011 International Tradeshow to Ohio agribusinesses interested in trade with Israel.

• A Press Release titled “The Ohio-Israel Agricultural Initiative leads Ohio delegation to Israel” about the Ohio trade mission to Israel, the 6 companies presented at the Ohio booth at AgroMashov 2011 tradeshow, and the seminars and symposium organized and presented by the Initiative and the trade mission team was issued on 2/16/11.

• An article titled “The Ohio-Israel Agricultural Initiative Leads Ohio Delegation to Israel” was published in the “Israel Update” E-Newsletter of the Consulate General of Israel, Philadelphia on 2/25/11. The article describes the Ohio to Israel trade mission for AgroMashov 2011 and the Initiative.

• An article titled “Dr. Steven A. Slack will moderate the Annual International Conference on Animal Industries” was published in the February 2011 issue of Mashov Haklaut (Mashov Agriculture) Magazine, Vol. 265, p. 80.

• An article written by Nancy Allen was published in the 2/22/11 issue of The Daily Standard, describing the Ohio trade mission to Israel and AgroMashov 11.

• An article titled “International Conference on Developing Agriculture, Food and Energy in the U.S.” was published in the AgroMashov Exhibitors Catalogue on 3/2/11, p. 108.

• An article titled “Ohio-Israel Agricultural Initiative (OIAI) Returns Renewed” was published in the “Israel Update” E-Newsletter of the Consulate General of Israel, Philadelphia on 3/18/11. The article describes the Ohio to Israel trade mission and its outcome.

• An article about AgroMashov 2011 titled “Revista “Magazin Agricol” a Participat la Targul “AgroMashov” 2011 de la Tel Aviv” was published in the April 2011 issue of Magazin Agricol, a Romanian agriculture magazine (p. 24-27), with the Initiative’s booth and staff pictured in the cover page of the magazine.

• A press release titles “Negev Foundation Helps Renew MOU between Ohio and Israeli Universities - Landmark MOU between OSU and Hebrew University Deepens” describing the MOU and the Initiative’s help during the Feb.-March 2011 Ohio trade mission to Israel was issued on 5/13/11.
A Press Release titled “The Negev Foundation Announces Presentation on Israeli Agriculture at Northeast Ohio Agribusiness Forum - Report on Agricultural Trends in Israel to be presented by Bob Cohen of the Braintree Business Development Center” was issued on 5/19/11. The press release noted that the presentation is to cover AgroMashov 2011 and the Feb.-March Ohio trade mission to Israel.

Outcome and follow-up of AgroMashov 2011

A Memorandum of Understanding (MOU) for R&D cooperation between The Robert H. Smith Faculty of Agriculture, Food and Environment (RSFAFE), The Hebrew University of Jerusalem, Israel and The College of Food, Agricultural, and Environmental Sciences (CFAES), The Ohio State University, Columbus, Ohio, was signed in May 2011. This was an outcome of Steve Slack, Associate Vice President for Agricultural Research at The Ohio State University, visiting the Hebrew University of Jerusalem’s Faculty of Agriculture, Food and Environment, during the March 2011 Ohio trade mission to Israel. The agreement is to broaden and deepen the CFAES-RSFAFE relationship initiated in 2005. The MOU affirms a) interest in collaborating in the development of curricula, research programs, and exchanges in food and related agricultural sciences; b) the mutual desire to strengthen linkages between both universities and nations; c) the need to promote food security and safety, mutually beneficial trade relationships, and cultural understanding and d) the need to develop stronger partnerships between public and private sector institutions of the agricultural sectors of both nations in order to increase the well-being of the economies and societies of Israel and the USA.

Prof. Sheenan Harpaz, Aquaculture Nutritionist and Head of the Institute of Animal Science at Agricultural Research Organization (ARO) of the Volcani Center, State of Israel Ministry of Agriculture, and Professor Konrad Dabrowski, School of Natural Resources, The Ohio State University, have communicated and decided to submit a BARD proposal in August 2011 for collaborative aquaculture bi-national R&D (April 2011).

Bob Calala, President of the Ohio Aquaculture Association and Owner of Calala's Water Haven, Inc., Ohio, found out about and expressed interest in transfer of an Israeli developed technology to Ohio and the U.S. The novel technology enables production of an all-male population of Macrobrachium rosenbergii shrimp for the production of all-male seed in a hatchery. The technology was developed by a researcher at Ben Gurion University, and is patented. The possibility and terms for the tech transfer are being explored (April 2011).

40 Israeli companies contacted the Initiative during the AgroMashov 2011 tradeshow. Out of those, 15 Israeli companies expressed interest in representing one or more of the 6 companies presented at the Initiative’s booth. 23 Israeli companies expressed interest in participating in tradeshows in Ohio, in entering the U.S. market, or in expanding their U.S. presence through working with Ohio.

Contacts made with Israeli companies interested in representing, or trading with the 6 companies presented at the Initiative’s booth include: 6 Israeli companies interested in Cequent/Washdrops, 1 company interested in Ricerca, 1 company interested in Gorman Rupp, 5 companies interested in Prime Equipment Group, 15 potential clients and many other leads for Kinetico directly through a Rep of Kinetico’s Israeli distributor GES, and 2 companies interested in Swihart Sales
Company. In addition, 3 Israeli companies expressed interest in importing Almondina products to Israel.

The Israeli companies that expressed interest in the Ohio companies presented at the AgroMashov booth were all put in contact with the Ohio manufacturers for direct negotiations. The Initiative is working on follow ups with the Israeli organizations interested in tech transfer, and with the Israeli companies that expressed interest in entering or expanding their U.S. presence through Ohio tradeshows participation and trade with Ohio.


Arava MoPatuach 2010

The Arava MoPatuach 2010 field day and tradeshow was held at the Yair Experimental Agricultural Station in Israel’s Arava region near Hatzeva on 1/27-28/2010. The Yair Experimental Agricultural Station has numerous greenhouses where experimentation with irrigation, fertilization and greenhouse climate take place. It also has departments that focus on aquaculture for ornamental fish, orchards, grape vines, organic agriculture, cut flowers and herbs and spices.

The location of the Arava MoPatuach 2010 event was a three-hour drive from the Tel Aviv area, yet, there was an excellent turn-out. The Arava MoPatuach had an advantage over the Tel Aviv convention center tradeshows in that it was held outdoors in the field, in large greenhouses. Being able to tour the experimental greenhouses and see the activities taking place at the station gave the tradeshow a more "down home" and connected feeling.

The Arava MoPatuach 2010 tradeshow is much more of a “happening” than AgroMashov. There were many peripheral events to the exhibition, such as a Farmers Market, where locally manufactured items such as soaps and handcrafts were sold, a children's play area, food stands, and performances. The tradeshow seemed larger, perhaps because it was spread over a larger physical area with larger individual booths. There were about 140 exhibitors with several being outside of the agricultural area, including dealers of cars and accessories, and banking and investment services.

One of the interesting aspects of the tradeshow was the huge number of foreign student participants. Most of these students were participants of the Agriculture Without Borders program from Nepal, Myanmar, Thailand, Vietnam and Ethiopia.

The OIAI’s Israel consultant attended the Arava MoPatuach 2010 agricultural tradeshow on 1/28/10 and made a number of contacts with various exhibitors, by canvassing the tradeshow. The following are the Israeli companies which indicated an interest in exploring possibilities of working with Ohio companies:

1. Lab-Path - www.lab-path.co.il - This company provides food safety management services in Israel. Their health and quality assurance scheme is designed to guarantee that fresh produce complies with any specified regulations, including pesticide residue, microbial contamination and heavy metals. They also work on behalf of foreign importers, checking and certifying
produce before it is shipped overseas. They were interested in expanding their business to the US and/or working on behalf of U.S. customers that import Israeli produce into the U.S.

2. Leket Israel (formerly Table to Table) - http://www.leket.org/english/about.php - This organization has two main activities - to gather the excess food from party centers, high tech companies, restaurants, etc., and distribute it to needy people; to pick crops grown on a 250 acre farm in the Rehovot area (owned by Sandy Colb) and distribute it to needy people. The individuals who volunteer to work on the farm are mostly from overseas. They might be interested in a tie-in to the OIAI program.
Outcome: A contact was made between Leket Israel and The Negev Foundation to explore mutual interests.

3. Ferrois Industrial Brushes Ltd. - http://www.ferrois.com/Ferrois/EngSite/EngFrame.htm - This company manufactures fairly basic products in the area of industrial brushes. They are looking to export to the US and would welcome any connections to potential distributors in Ohio.


5. Tefen Plastic Products - http://www.tefenplastic.com/ - They make a wide range of fertilizer injectors. The company is already represented in the US but is interested in creating additional commercial relations in Ohio.
Note: The Initiative has been working with Tefen in Ohio for several years (See the Micro Irrigation and Farm Science Review sections).

6. Plasgad Plastic Products - http://www.plasgad.com/ - The company manufactures a broad range of plastic products used in various agriculture and food packing and storage operations. They are interested in opening a sales channel to the U.S. market.

Arava MoPatuach 2011

The Arava MoPatuach 2011 agricultural conference and tradeshow was held at the Yair Experimental Agricultural Station in Israel’s Arava region on 1/19-20/2011. There were about 180 exhibitors and about 20,000 visitors, including foreign guests. 2 Initiative staff attended the tradeshow and promoted 2 Ohio companies that were interested in trade with Israel:

- Cequent Consumer Products, Inc. - Water-saving, biodegradable washing product for many surfaces (www.cequent-cpi.com)
- Ricerca Biosciences, LLC - Laboratory services for global registration of agrochemicals (www.ricerca.com)

In addition, the Initiative’s staff presented agricultural trade opportunities with Ohio to Israeli agribusinesses that participated in the tradeshow, and came back with a list of Israeli companies interested in entering the U.S. market using Ohio as a gateway.

The Initiative is working with the Ohio and Israeli companies to explore potential trade and economic opportunities for both regions.

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VI. MISSIONS AND DELEGATIONS

VI.A. Agricultural and Agribusiness Missions and Delegations from Ohio to Israel

1. Ohio Aquaculture Delegation to Israel, December, 2005

The Ohio aquaculture delegation to Israel took place in December, 2005. It consisted of three delegates; two from the commercial Ohio aquaculture sector (Dr. Dave Smith, Founder & President, Freshwater Farms of Ohio of Urbana, OH and Jim Zehringer, Owner, Meiring Poultry and Fish Farm of Fort Recovery, OH) and one from the academia (Shawn McWhorter, Facility Manager, Ohio Center for Aquaculture Research and Development (OCARD), Ohio State University Bowling Green Aquaculture Center in Bowling Green, OH). The participants visited Israeli aquaculture operations, met with researchers, and evaluated which Israeli aquaculture technology might be applicable in Ohio. The Chief of Aquaculture Extension Service of Israel, Mr. Yitzhak Simon, planned the mission’s itinerary and hosted the delegates. Upon their return, the Ohio aquaculture delegates, as well as their Israeli hosts, submitted their reports and presented their recommendations for areas of common interest and aquaculture collaboration between Ohio and Israel. The exchange of technology and know-how in aquaculture practices resulted in identifying Ohio aquaculture needs where Israeli technology can help, and in establishing contacts between Israeli and Ohio aquaculture farmers and researchers. The aquaculture mission to Israel was covered by the U.S. media.


The Initiative organized a Farmer-to-Farmer agritourism mission of Ohio farmers and agriculture professionals to Israel. The mission took place on February 26-March 7, 2006. A total of 29 people from various locations in the state participated in the mission. Participants included the then Ohio Department of Agriculture Director Fred Dailey; the then Ohio Farm Bureau Federation (OFBF) President, Bob Peterson; five aquaculture professionals; two County Economic Development staff; a USDA County Executive Director; three Ohio Soybean Council members; the Ohio FFA Association President; two agricultural magazines editors; and others.

The Farmer-to-Farmer mission offered a unique opportunity for people involved in agriculture in Ohio to visit and experience the State of Israel on a mission tailored to the agricultural sectors of the country.

The delegates visited Israeli farms and agricultural communities, exchanged information with Israeli farmers, and learned about Israel’s advanced agricultural technologies that have made the country famous. They had the opportunity to observe dairy, cattle, field crops, cut flowers, fish and ornamentals, greenhouse agriculture, irrigation, wineries, and desert agriculture. The group also attended Israel’s Annual International Agricultural Exhibition, AgroMashov 2006, as part of the Israel International Agriculture Week. The trip also provided a special opportunity to visit famous sites of the Holy Land.

At least 72 articles were published about the Ohio to Israel Farmer-to-Farmer mission in the U.S. and Israel media, as well as on the Internet. The mission to Israel opened up economic opportunities for Ohio, which included:
• An RFP for exporting large amounts of non-GMO soybeans from Ohio to Solbar, Israel.
• Cooperation and joint ventures between an Ohio aquaculture professional who participated in the mission, and an Israeli kibbutz fishery. Areas of mutual interest included breeding, raising and marketing of specialty goldfish and koi.
• Establishing a branch of an Israeli company, Kovax, as an Ohio company, to produce vaccines for fish to fight viral diseases. Outcome: 2 Ohio companies were established: KHV Aquaculture Vaccines USA, Inc. and Kovax USA, Inc.
• Setting up Israel’s Pladot Mini Dairy on-site milk processing facilities in Ohio, through mission participants who were interested in the process.

The Farmer-to-Farmer mission follow-up and reunions were held in Ohio, where reports of progress on Ohio economic opportunities in cattle, aquaculture, grains, and economic development that resulted from the mission were presented.

3. Ohio Agribusiness Mission to Israel - 2006

The Initiative organized a mission for Ohio agribusinesses and Ohio agriculture professionals to Israel on May 3-12, 2006. The Initiative promoted the May 2006 agribusiness mission to Israel and the opportunity to attend the Agritech 2006 tradeshow there in the Israel Agriculture Pavilion at Farm Science Review 2005. In addition, the Initiative recruited Ohio participants to join this mission through meetings with heads of agricultural associations, direct mailing, and publications in the Ohio media. A total of 15 Ohioans participated in the mission, including a Hocking College Fisheries Professor, the OARDC Director and Associate VP of OSU, County Commissioners, an Economic Development Executive Director, ODA Assistant Director, farmers and farm owners (beef, grains), Ohio Soybean Council executives, and a berry program specialist at OSU.

The mission included visits to Israeli farms and farming communities, a sightseeing tour of the Christian sites in the Holy Land, and a visit to Agritech 2006, Israel’s top International Agricultural Exhibition that took place on May 9-11, 2006, in Tel Aviv. Agritech 2006, the largest agricultural exhibition in the Middle East, is presented once every three years. A special one-day excursion to neighboring Jordan presented the delegates with the opportunity to meet with Jordanian economic development and agriculture professionals.

The outcome of the mission included:

• Israel’s Zemach feedmill and Ambar feedmill were interested in importing GMO soybeans for their animal consumption products
• Israel’s Solbar and Shemen companies were interested in importing non-GMO soybeans for their human consumption products
• Dr. Zohar Kerem of the Hebrew University was interested in conducting further collaborative research on soybean extracts with Dr. Yael Vodovotz of OSU. Outcome: The Ohio and Israeli researchers obtained a 3-year BARD funding to continue their collaboration.
• SeedTech company of Israel was interested in performing a soybean seed treatment testing in Ohio
• Mousa Wakileh, the Jordanian Representative of the American Soy Association, was interested in constructing a soymilk production facility in Jordan using U.S. technology and importing the respective soy source
• Setting up R&D collaborations between OSU and Israeli R&D centers and universities which were visited – Neve Yaar, Northern R&D campus of Israel’s Agriculture Research Center (ARO); Hebrew University, Faculty of Agriculture; Beer Sheba University, Center of Desert Research; Ramat Negev R&D Center; and Jordan University. Projects included helping Dr. Haim Nerson of ARO with his upcoming sabbatical at OSU, initiating collaboration between Dr. Naomi Ori (Hebrew U.) and Dr. Esther (OSU) on leaf and fruit patterning research; and Zohar Kerem (Hebrew U.) and Dr. Yael Vodovotz (OSU) on soybean, chickpeas, and olive oil extracts research
• Hosting and arranging cattle farm tours for Erez Cahaner (General Katcha’s son) in Ohio in summer 2006. Outcome: See Erez Cahaner’s visits to Ohio section.
• Hocking college students work-study summer internship in Israel. Outcome: See aquaculture students internship in Israel section.
• Application of what has been learned and seen in Israel to regional economic development in Ohio
• Export of large scale pumps and generators from Ohio to Israel
• Exploring the possibility of importing Israeli pomegranate products to Ohio
• Export of corn from Ohio to Jordan

4. Ohio Agricultural Mission to Israel - 2007

The 2007 Ohio Agricultural Mission to Israel took place on February 23-March 6, 2007. It was targeted for Ohioans who, by going to Israel and seeing Israel’s agriculture technology and operations, will, upon their return, take part in efforts to increase agriculture-related awareness, activities, and commercial opportunities between Ohio and Israel. The mission was co-sponsored by the ODA and supported by the Ohio LEAD Alumni Association. As an encouragement for its members to join the mission, LEAD offered a scholarship for each participant who was a LEAD Alumni Association member.

The mission was promoted by direct mailing, through various agricultural associations, and in the Initiative’s booth at agricultural tradeshows and conferences. In addition, the mission was publicized in articles that appeared in the Ohio media. The mission had 36 participants (including 3 staff), representing different agricultural sectors, including meat processing, farm owners, grains, sheep, dairy, vegetables and organic farmers, feed manufacturers, cattle breeder, agricultural engineering, fisheries, agronomist, agriculture consultants, academia (OSU) and extension service, and county economic development. Participants came from many counties throughout Ohio. Mission itinerary covered visits and meetings in agricultural farms, agricultural facilities and industries, R&D centers, and farming communities. In addition, participants had the opportunity to do sightseeing and visit religious and historical sites.

Mission outcome included:

• Hirzel Canning Company and Farms (Steve Hirzel, President), located near Toledo, OH, sent 2 of their top staff on the mission. The Initiative arranged for them to have special, private visits at 2 Israeli tomato canning plants. As a result of initial contacts made while the delegates were in Israel, Hirzel Canning Company and Farms was interested in exporting their canned tomato
products to Israel. The company produces tomato products under the brand names Dei Fratelli and Star Cross, and sauerkraut products under the brand name Silver Fleece. Some of their product lines are kosher certified. They also have “Natural” tomato products, which are kosher certified by Quality Kosher (Rabbi Spero).

• Thistle Farms, owned and operated by Lillian Yontz and daughters Jennifer and Mariclaire, is a registered Black and Red Angus breeder, which has exported more than 100 live animals as well as embryos to Mexico, Colombia and Panama. The company has also exported semen to Mexico, Colombia and Panama, and Israel. They own and operate over 600 acres of land in southeastern Ohio, raising Black and Red registered Angus, and have cattle herds in the United States, Colombia, and the United Kingdom. Lillian and Mariclaire Yontz, who participated in the February 2007 mission, had special meetings with Israeli cattle and dairy farmers and organizations during the Israel visit. Following the mission, they hosted Israeli cattle farm owner, Erez Cahaner, and hoped to do business with him in the future.

• Dean McIlvaine, owner and operator of an 800 acres organic grain and beef farm, grows food grains, soybeans and spelt. He processes all of his own grains. His farm includes a packing, processing, cleaning and bagging operation, which enables him to sell directly to food processors. He has had the farm for over 35 years. As a result of the Israel tour, Dean started to export organic spelt from Ohio to Israel (for more details see the spelt export section).

5. Ohio Agricultural Mission to Israel - 2008

The Ohio Agricultural Mission to Israel took place on February 9-20, 2008. It was co-sponsored by the Ohio Farm Bureau Federation (OFBF) and was targeted for OFBF members, as well as other Ohio farmers, agriculture executives, and agriculture educators. The objective was that those people that participated in the mission and saw Israel’s agriculture technology and operations will join the Initiative’s efforts to enhance agriculture-related education, R&D, awareness, activities, and trade between Ohio and Israel.

The mission was promoted by the OFBF, direct mailing, through various agricultural associations, in the Initiative’s and OFBF’s booths at agricultural tradeshows and conferences, and in articles that appeared in the Ohio media. There were 59 Ohioans on the mission (including 2 staff), representing different agricultural sectors such as grains, dairy, livestock, fruits & vegetables, the green industry, and aquaculture. Joining the mission were also Ohio State University’s Extension Director, Ohio Agriculture R&D Center’s Director, a Hocking College professor, and OFBF trustees. The participants came from 21 counties throughout Ohio. Special meetings were arranged for the mission’s OSU and OFBF VIP’s with Israel’s Farmers Association, Israel Ministry of Agriculture, Israel’s Agriculture Extension, and Israel’s Agriculture Research Organization (ARO).

Mission outcome included:

• Interest in collaboration between OSU and Israel on the bee colony collapse problem.
• Interest in Ohio growers incorporating some of the Israeli vegetable growing technologies seen in the tour.
• Preparing the ground to send more Ohio aquaculture students (Hocking College) to an Israeli Kibbutz for an aquaculture internship program (see aquaculture student internship section).
• Based on positive feedback from mission participants, the OFBF voted to offer an educational agriculture mission to Israel again in February 2009, to be co-sponsored by the Initiative.
6. **Ohio Green Industry Educational and Trade Mission to Israel - 2008**

A delegation of Ohio Green Industry Extension experts and industry personnel visited Israel on March 8-16, 2008, as part of the OSU Extension 2007/2008 program to enhance agricultural technical exchange and collaboration between Ohio and Israel through Extension. The delegation included 5 OSU Green Industry Extension specialists and 3 Green Industry producers and advisors. The Israel tour included site visits, meetings with government, extension, farmers and industry representatives, and workshops where both sides gave presentations and exchanged technical data and info.

Mission outcome included:

- Exposure to Israeli Green Industry technologies and management practices which were brought to Ohio to be disseminated to the growers.
- Incorporation of some of the above methods by Ohio growers.
- Opened communication venues between Green Industry experts in Ohio and Israel.
- A Green Industry growers’ trade mission to Israel to be planned by the mission participants and the Initiative as a follow up mission in order to expose the industry’s end users to Israel’s Green Industry innovations, technologies, and management.

The Ohio Green Industry Educational and Trade Mission to Israel was well covered in the media.

7. **Ohio Dairy Educational Mission to Israel - 2008**

A delegation of Ohio Dairy Extension experts visited Israel on May 24-June 1, 2008, as part of the OSU Extension 2007/2008 program to enhance agricultural technical exchange and collaboration between Ohio and Israel through Extension. The delegation included four OSU Dairy Extension specialists. The Israel tour included site visits, meetings with government officials, extension personnel, farmers, and industry representatives, and workshops where both sides gave presentations and exchanged technical data and info.

Potential follow up activities suggested by the delegates included:

- Sharing milk processing and cheese making expertise with The Ohio State University, OSU Extension, and industry experts
- Sharing methane production systems engineering with The Ohio State University, OSU Extension, and industry experts.
- Ohio has a growing grape production and wine making industry. This, along with the interest about on-farm cheese making/marketing, would make a very interesting and profitable exchange idea.
- Ohio’s growing ethanol industry is producing quality dried distillers grains (DDG), an important feed commodity for Israeli dairies, thus providing a trading opportunity.
- The packaged TMR concept could be a possible technology Ohio’s feed milling industry could use to serve small farm clientele with dairy or beef cattle. It may also be relevant to processors located nearest to ethanol plants.
- Promote the Ohio State University College of Food, Agriculture and Environmental Sciences graduate programs to Israeli college students.
• Create an exchange program for Extension Educators/Specialist to work and study in Israel for 2-12 months.

Mission outcome included:

• Opened communication venues between Dairy Industry experts in Ohio and Israel.
• The Israeli Dairy Industry products, technologies and management practices to which the Ohio delegates were exposed was disseminated to the dairy industry throughout Ohio by the delegates via their extension activities. Incorporation of some of these methods by Ohio dairy farmers was anticipated.

The Ohio Dairy Educational Mission to Israel was covered in the media.


Ohio was the only U.S. State to send a delegation to Agritech 2009 International Agricultural Tradeshow in Tel Aviv, Israel on 5/5-7/09. The delegation included two Initiative reps (Sam Hoenig, President, The Negev Foundation and Sarah Horowitz, Program Director, The Ohio-Israel Agricultural Initiative) and Bob Cohen, who is the CEO & Director of Business Assistance for Braintree Center for Business Innovation of Mansfield, OH (which is one of Northeast Ohio's Edison Technology Incubation Programs) and Chair, Trade Shows Sub-Committee & Co-Chair, Missions Sub-Committee of the Ohio-Israel Agricultural Initiative Advisory Committee. Representatives of two of the participating Ohio companies, Kinetico and Vernay, were also present.


A total of 6 people participated in the AgroMashov 2010 trade delegation to Israel in January 2010:

- Sam Hoenig, President, The Negev Foundation
- Sarah Horowitz, Program Director, The Ohio-Israel Agricultural Initiative
- Marc Coles, Consultant to the Ohio-Israel Agricultural Initiative and The Negev Foundation
- Bob Cohen, CEO and Director of Business Assistance, Braintree Center for Business Innovation, Mansfield, OH and Chair, Trade Shows Sub-Committee & Co-Chair, Missions Sub-Committee, The Ohio-Israel Agricultural Initiative Advisory Committee
- Chris Gibbs, Gibbs Farms, Maplewood, OH and Chairperson, The Ohio-Israel Agricultural Initiative Advisory Committee
- Yuval Zaliouk, CEO, YZ Enterprises, Inc., Maumee, OH and member of the Ohio-Israel Agricultural Initiative Advisory Committee

In addition to attending AgroMashov 2010, other meetings were conducted by the delegates during, before and after the AgroMashov tradeshow, to promote agribusiness trade between Israel and Ohio. The meetings included:

- Yitzhak Simon (Chief Extension – Aquaculture, Israel Ministry of Agriculture) - Toured aquaculture facilities for possible technology transfer for Ohio, and discussed Ohio-Israel aquaculture collaboration, workshops, delegations, and setting up a demo unit.
▪ Eyal Erlich (Israeli cattle trader, who also cooperates with Dudi Ezra, one of Israel’s largest beef meat importers) – Discussed feeder calves export from Ohio to Israel and kosher beef facility and processing in Ohio
▪ Ofir Perl, APM Solutions company – Met with Ofir Perl and his team to review their product of scanners to measure volumes of non-liquid materials in silos and other containers. They were interested in entering the Ohio market as a gateway to the U.S.
▪ Shaike Drori, Israel Dairy Board – Met to present OIAI and learn about Israel Dairy Board’s activities.
▪ Kidum of Volcani – Met to present OIAI and learn about Kidum’s program.
▪ Yossi Barak, Gilad Shachar, Lyndsay Levy – U.S Embassy - Met to discuss feeder calf, kosher beef, and food export projects.
▪ Chaim Dayan, Managing Director, Beef Cattle Breeders of Israel (AMBAL) - Met to discuss feeder calves, and kosher beef projects.
▪ Miriam Spector and Rick Schottenstein (ODOD in Israel) - Reviewed trade opportunities of Ohio companies with Israel and Israeli companies with Ohio
▪ Yuval Diskin (Gavish) – Met to discuss the SNS calf feeder project.
▪ Zeev Weinfeld, Kav Systems – Met to explore the possibility of setting up an on-site Mini Dairy processing facility in Ohio.
▪ Renata Kotler, Loredo Group – Reviewed Loredo Group’s activity in Israel as it relates to Ag technology and products export and import in various Ag sectors, and to present to them the Ohio companies showcased at the AgrpMashov 2010 booth (especially Prime Equipment Group).

10. Arava MoPatuach 2011 Trade Delegation – 2011

2 Initiative staff members,(Dr. Sarah Horowitz, OIAI Program Director, and Marc Coles, OIAI Israel Liaison) where in Israel in January 2011. The team attended the Arava MoPatuach 2011 tradeshow to look for potential distributors and clients for 2 Ohio companies and to identify Israeli companies interested in trade opportunities with Ohio (see Arava MoPatuach 2011 section). In addition, the team met with reps of Kiddum and Yssum (2 Israeli tech transfer organizations); 3 Israeli food producers interested in entering the U.S. market using Ohio as a gateway with the option of having Ohio as a base for their U.S. operations; an irrigation supplies manufacturer who was looking for Ohio distributors and clients; an Israeli freight forwarder who offered its services for Ohio and Israeli companies; an automatic fish feeding company whose CEO was planning an Ohio visit and looking for Ohio clients; the organizers of AgroMashov and Agritech tradeshows to discuss future Initiative participation; a dairy goat farmer and owner of a creamery interested in hosting an Ohio goat farmer; and Israel’s chief aquaculture extension person to discuss the Ohio to Israel aquaculture internship program, the Ohio aquaculture demo farm using Israeli technology, and an upcoming Ohio to Israel aquaculture visit. In addition, the team visited several aquaculture facilities.

Outcome – 1 Israeli company signed up to participate in the Initiative’s booth at the 2011 Ohio Food Industry Expo (J&G Pecans Ltd./Shekarchi Ltd.), and another signed up to participate in the Initiative’s booth at CENTS 2011 (Elgo). In addition, 1 company (ConFeed) finalized arrangements to participate in the Initiative’s booth at the 2011 Ohio Aquaculture Association Annual Meeting, Workshop and Tradeshow. The Initiative is working with these and the other Israeli companies and organizations towards reaching their goals.
11. **AgroMashov 2011 Trade Delegation – 2011**

The Initiative sponsored a trade delegation to Israel on 2/26/11-3/4/11, in conjunction with AgroMashov 2011. The delegation included 9 people - 7 from Ohio, 1 from Washington, D.C., and 1 from Israel, all working for or with the Initiative. The delegates attended AgroMashov 2011 tradeshow and promoted Ohio companies at the Initiative’s booth there, presented lectures and gave a symposium at the AgroMashov 2011 conference, visited agricultural facilities throughout Israel, and conducted meetings with Israeli agricultural organizations and companies. All of these activities were done in order to enhance agricultural tech transfer and trade opportunities between Israel and Ohio and create more jobs in Ohio. For details, see the respective section in AgroMashov 2011.

12. **Ohio Aquaculture Delegate to Israel – 2011**

Bob Calala, President of the Ohio Aquaculture Association and Owner of Calala's Water Haven, Inc., Ohio, visited Israel on the week of 2/27-3/3/11 for an aquaculture tour. The tour was sponsored by the Initiative, as part of the AgroMashov 2011 Ohio trade delegation to Israel. It was hosted by Yitzhak Simon, Chief Aquaculture Extension person at Israel Ministry of Agriculture. Site visits included ornamental and food fish closed aquaculture facilities throughout Israel. The objective of the tour was to introduce Bob Calala to Israel’s advanced aquaculture technologies towards setting up a Demo Fish Farm in Bob Calala’s Ohio farm using Israeli technology. At the end of the tour Calala had a good idea of what type of technology he wants to apply for the Ohio Demo Fish Farm. He hopes the facility will be based on airlift technology, as seen at Israeli facilities which were using the MegaFlow technology. Bob Calala will either work directly with MegaFlow on this project or build the farm himself (see Aquaculture and AgroMashov 2011 sections)

13. **Ohio Legislators Trade Mission – 2011**

4 Ohio legislators visited Israel on a trade mission on 5/13-21/11. The legislators were State Rep. Cliff Rosenberger (R-Clarksville), State Rep. Peter Beck (R-Mason), State Rep. John Adams (R-Sidney), and State Senator Frank LaRose (R-Akron). The Initiative was instrumental in arranging for the Agriculture portion of their trade mission to Israel. The Initiative prepared briefing documents to inform the legislators about the Initiative’s trade, tech transfer and R&D activities between Ohio and Israel and the respective economic outcome, as well as the opportunity and obstacles of live cattle export from Ohio to Israel. The Initiative arranged for the Ohio legislators to meet with VIPs in Israel’s agriculture sector and to present the “Ohio is open for business” opportunity; to meet with S.A.E. Afikim leadership at their Israel headquarters to thank them for choosing Massillon, Ohio as a base for their U.S., Canada and Mexico operations and logistics; to visit a rural R&D and business center (the Ramat Negev Agro-Research and Voinovich Business Center): to see first hand the Smart Nursing Station (SNS) automatic calf feeding system and the Afimilk line of products in use in a Kibbutz dairy farm; and to discuss export of Ohio feeder calves to Israel with Israeli cattle traders and others involved in this effort on the Israeli side.

14. **Agritourism to Israel - General**
The Initiative wants to increase awareness of Israel and Ohio agricultural needs and capabilities and encourage a dialogue between Ohio and Israeli farmers by promoting agritourism opportunities between the two regions. As part of the Initiative’s activities, a travel agency based in Columbus, Ohio and Jerusalem, Israel has been identified. This company specializes in organizing tours to Israel for specific interest groups. The Initiative has been working with this agency in setting up tours that would give Ohio farmers a chance to visit specific agricultural sectors in Israel, based on their specified interests. Thus, the tours can be offered to Ohio farmers of various agricultural interests by tailoring the tour’s itinerary to their own needs and interests, using a modular trip system. Each tour will also include a Holy Land sightseeing segment.

VI.B. Agriculture and Processed Food Missions and Delegations from Israel to Ohio

1. Aquaculture delegation from Israel to Ohio - 2006

A delegation of Israeli aquaculture experts toured Ohio in August, 2006. It was comprised of Israel’s Aquaculture Extension Service Chief, Mr. Yitzhak Simon, and an aquaculture researcher from the Agriculture Research Organization (ARO) of Israel’s Ministry of Agriculture, Dr. Ilan Halachmi. The Israeli delegates toured aquaculture operations and academic institutions throughout Ohio, gave presentations about Israel’s advanced aquaculture technology, and met with Ohio aquaculture farmers and researchers.

The mission resulted in the exchange of technology and know-how in aquaculture practices, identifying Ohio aquaculture needs where Israeli technology can help, and Israeli aquaculture needs where Ohio technology can help. The establishment of contacts between Israeli and Ohio aquaculture farmers and researchers greatly enhanced the mission. Following their visit, the Israeli aquaculture team issued a report regarding Ohio’s and Israel’s aquaculture needs and how both regions can collaborate to help each other in promoting and improving their aquaculture operations.

2. Cattlemen Missions from Israel to Ohio - 2006 and 2007

Erez Cahaner, a cattle farmer from Katcha’s cattle ranch, Gilboa Forest Ranch, in Israel, visited Ohio in July 8-13, 2006. This was a reciprocal visit, following the visit of three previous Ohio farmers’ missions to Israel, which included tours of Katcha’s cattle farm. The objective of the Ohio visit was to increase awareness between Ohio and Israeli farmers in order to exchange methods and practices in cattle breeding and rearing and in sustainable (rotational) grazing. The Ohio visit was organized by the Initiative and an Initiative’s May 2006 Agribusiness mission alumnus, Mr. Earl McKarns. Mr. Cahaner visited ODA former Director Fred Dailey’s cattle farm in Mt. Vernon, Ohio, Earl McKarns’ beef farm, Shamrock Vale Farms, in Kensington, Ohio, and other Ohio cattle farms, and met with extension service professionals, and researchers dealing with cattle farming and grazing.

The outcome of the mission was that the Israeli delegate learned Ohio cattle farming and sustainable grazing practices, and established contacts with Ohio cattle farmers and researchers. As a follow-up to this mission, Mr. Cahaner returned to the U.S. in November 2006 to attend a bull sale in Texas with Mr. McKarns, and to learn this aspect of the cattle industry.
On March 27-30, 2007, Mr. Erez Cahaner, the cattle farmer from Gilboa Forest Ranch in Israel, came to Ohio for his second tour. He visited Earl McKarns’ beef farm (Shamrock Vale Farms in Kensington, OH), Lillian Yontz’ farm (Thistle Farms, Senecaville, OH - a major Ohio cattle breeder, whose cattle semen was part of the cattle R&D project), and Darol Dickinson (Dickinson Cattle Co., in Barnesville, OH). Erez met with Dr. Fernando Silveira to learn about cattle breeding, rearing, and grazing and to discuss exporting frozen embryos from Ohio to Erez’s farm in Israel. Erez also joined Fernando on his daily work schedule at cattle farms in the Columbus area.

The objective of this Ohio visit was to exchange methods and practices in cattle breeding and rearing and in sustainable (rotational) grazing between Israeli and Ohio cattle farmers, and to discuss opportunities to import frozen embryos from Ohio to Israel to improve the cattle breed at Erez’s Israeli farm. Erez was interested in importing frozen Texas Longhorn embryos from Darol Dickinson’s farm to develop genetics that can handle extreme hot and damp climate. Darol Dickinson was helping him reach that goal. Erez was offered by Lillian Yontz (Thistle Farms, Senecaville, OH) to use their facilities to produce embryos for export to Israel, even if they are from other cattlemen, as it would be cheaper for him. In addition, Erez’s father, General Katcha, who is the owner of the Gilboa Forest Ranch in Israel, was planning a visit to Ohio to tour cattle farms and learn more about Ohio’s cattle farming and grazing.

3. Kosher Slaughtering and Meat Inspection Delegate from Israel to Ohio – 2007

Dr. Mohammad Abed el Khalqi, who was at the time the Chief Vet of Israel’s newest and largest slaughterhouse, Tnuva, visited Ohio on May 14-21, 2007. The visit was designed to enable open communication between Dr. Khalqi and Ohio meat professionals, professors and students, towards technical exchange, collaboration and trade opportunities between Ohio and Israel. The goals of the visit were:

- To present workshops about meat safety and kosher slaughtering to Ohio vet students, professors and other professionals and learn from Ohio cattle and meat professionals.
- To help in efforts towards lifting the BSE ban on importing cattle and cattle products from Ohio to Israel.
- To start preparations for the export of Ohio feeder calves to Israel so that Ohio is ready once the BSE ban is lifted.

Dr. Khalqi visited Ohio’s newest meat slaughterhouse (at Pickaway Correctional Institution in Orient, OH) and a goat & lamb slaughterhouse (Blystone Farms in Canal Winchester, OH), and met with Ohio Department of Agriculture’s Director Boggs, and the then ODA’s Meat Inspection Division Chief, Dr. Hockman. Dr. Khalqi toured ODA’s consumer analytical laboratory, where meat samples from slaughterhouses and processing facilities are tested, and ODA’s animal disease diagnostics lab, and met with lab and department directors there. He met with OSU’s animal and meat scientists and vets at OSU’s main campus and at OARDC, and presented seminars at both OARDC and OSU’s College of Veterinary Medicine. Meetings were also held with an Ohio cattle farmer (Gene Steiner, President, Gene Steiner Mgt (GSM) Co. Inc. of Lebanon, OH), and with Elizabeth Harsh, Executive Director, Ohio Cattlemen’s Association / Ohio Beef Council. Dr. Khalqi visited Ohio Penal Institution (OPI)’s feed lot and cow/calf operation, and attended a cattle auction in Zanesville. Dr. Khalqi met with and was interviewed by various reporters throughout his visit.
A visit summary was issued by Dr. Hockman, the then Chief, Division of Meat Inspection, ODA. The visit was well publicized in the Ohio media.

Upon returning to Israel, Dr. Khaliq was promoted to working in Israel’s Veterinary Health Services, Ministry of Agriculture, where he worked on issues of animal health, meat inspection, and cattle import/export.


Israeli Food Importers at the Midwest Food Buyers Missions – 2007

A mission of 30 buyers from 17 countries around the world came to the Midwest U.S. in 2007. This mission was sponsored by the Illinois, Ohio and Minnesota Departments of Agriculture and the Food Export Association of the Midwest USA. The mission buyers visited in Chicago, Minneapolis, and Columbus. The Ohio visit included one day (July 18, 2007) of retail visits in major supermarkets in Columbus, and a one-on-one day of meetings on July 19, 2007 in the Columbus Hilton, where the international buyers met with Ohio food suppliers and producers.

The objective of the mission was to increase export of Ohio food products overseas. Israel was one of the countries invited to send a buyer on this mission. The buyer selected to represent Israel was Avi Zinger, President, American Quality Products, Ltd., a major Israeli food importer. Mr. Zinger was looking for unique, specialty products with a reasonable shelf life (>6 months), which are kosher certified, or have the potential of becoming kosher certified. The products that would be imported to Israel would not need to go through the export process, since they can be invoiced and shipped to Avi Zinger’s New York warehouse, where Mr. Zinger’s company takes care of importing the products to Israel.

The Initiative recruited Ohio food suppliers and producers interested in exporting to Israel for the July 19, 2007 one-on-one meeting with Avi Zinger in Columbus. Out of the 23 Ohio companies that signed up for the one-on-one buyers’ mission event, 10 companies asked to meet with the Israeli buyer. The Initiative contacted seven of these 10 companies through targeted recruitment efforts.

The 10 Ohio companies that signed up to meet with the Israeli food buyer were:

- Around the World Gourmet - Salsa
- Ben's Mustard (from IsraFood 2005) - Karen Neff - Hot Mustard Relish with two flavors in one bite
- Empress Food Products (from IsraFood 2005) - Joe Kiradjieff - Empress Chili - Cincinnati's Famous Original Empress Chili
- Get Silly Ice Cream
- T. Marzetti Company (kosher certified product line) - Tom Ewing - International (Retail) Sales
- Miceli’s Dairy
- O’Neil Foods (from IsraFood 2004) (kosher certified products) - John O’Neil, President - Grains, wheat, soy, processed products: kosher, vegetarian, health food products
- Pierre's Ice Cream (from Kosher Seminar) (kosher certified products) - John Pimpo, Brand Development Manager, and Shelley Roth - Frozen dairy kosher products (Ice Cream – OU,
Dairy, Sorbet – OU, Parve, Novelties: Ice Cream bars, popsicles – OU, Dairy or OU Parve, New health food products - Sorbet: “Hola Fruta”, low fat, cholesterol free, with anti-oxidant rich fruits

- Shearer's Foods, Inc. (from Ohio Kosher Companies) (kosher certified products) - Bob Rollyson, National Account Manager and Export Manager - Snacks
- Whispering Meadows Premium Cheese (from OIAI companies interested in kosher certification) - Tom Ankrum - Natural, organic cheese from grass fed cows’ milk

The Israeli buyer negotiated with some of the companies he had met at the one-on-one day of meetings in Columbus towards importing their products to Israel.

**Israeli Food Importers at the Midwest Food Buyers Missions – 2009**

A total of 20 international buyers from 14 countries participated in the 2009 Midwest Buyers Mission which stopped in Ohio on July 20-21, 2009. They were on hand for one-on-one meetings with Ohio food producers. The event was organized by the Food Export Association of the Midwest USA and the Ohio Department of Agriculture (ODA). The purpose of this event was to create international relationships, learn about the possible success of these Ohio companies’ products in several foreign markets and to possibly even make sales, all without leaving Ohio. Uzi (Yaoz) Peretz, Private Label Manager, Shufersal Ltd., was invited to participate in the 2009 Midwest Buyers Mission as Israel’s representative food buyer to meet with Ohio companies interested in exporting food products to Israel.

Shufersal is the largest supermarket chain in Israel. The chain owns about 250 stores and 3 warehouses and employs 9000 workers. It was founded in 1958. Annual sales are $2.5 Billion. Shufersal is an import, private label and retail business. Its customers include convenience stores, supermarkets and hypermarkets. The company has the capability to handle frozen products and has a consolidator in the U.S. All products must be kosher. All suppliers must have HACCP and G.F.S.I ST: BRC/SQS/IFS.


Through targeted recruitment efforts, the Initiative was instrumental in recruiting Ohio food producers interested in exporting to Israel to meet with the Israeli buyer on July 21, 09 one-on-one meetings in Cleveland, OH. Overall 25 companies (22 from Ohio and 3 from out of state) of small to medium size signed up for the 7/21/09 meetings in Cleveland. A large number of them, 16 companies, signed up to meet with the Israeli buyer.

The 16 Ohio companies that signed up to meet with the Israeli buyer were:

- Homestat Farm LTD., Dublin, OH
- Get Silly Ice Cream, Chagrin Falls, OH (www.sillyicecream.com)
- Brand Castle, LLC, Beachwood, OH (www.brandcastle.com)
- G’mani Crust LLC, Willard, OH
• Ballreich Bros., Inc., Tiffin, OH (www.ballreich.com)
• Fry Foods, Tiffin, OH (www.fryfoods.com)
• Robert Rothschild Farm, Urbana, OH (www.RobertRothschild.com)
• The Dealers Food Products Co., Beachwood, OH
• YZ Enterprises, Maumee, OH (www.almondina.com)
• T. Marzetti Company, Columbus, OH (www.marzetti.com)
• Vino de Milo, Athens, OH (www.VinoDeMilo.com)
• Shearer’s Foods, Inc., Brewster, OH (www.shearers.com)
• Nutra Source Trading Co., LLC, Columbus, OH (www.nutrasourcetrading.com)
• Cowboy by Choice, Div. of Randall Productions Co., Cleveland, OH
• Chaski, Beverly Hills, CA (www.chaskiintl.com)

An Initiative Rep (Sarah) attended the 7/21/09 event and joined the Israeli buyer in the one-on-one meetings with the Ohio food producers. The Israeli buyer invited a number of the Ohio companies to send samples to Israel for testing and evaluation, prior to narrowing it down to selected Ohio manufacturers for further negotiations.

Outcome:
All company info was given by the Israeli buyer to Shufersal’s import division manager who took over this project, and was assigned to screen the Ohio companies. Shufersal received samples from those of the 16 Ohio companies that were asked to supply them, and went through the lengthy process of testing the samples. As a result of the tests, all companies were turned down due to lack of fit to the Israeli market or to Shufersal’s way of selling products. Almondina cookies of YZ Enterprises, Maumee, OH was the only product that Shufersal’s import division manager was still interested in. Following negotiations between Shufersal and Yuval Zaliouk, CEO, YZ Enterprises, Inc., Shufesal decided not to import the Almondina cookies (Jan. 2010).

Israeli Food Importers at the Midwest Food Buyers Missions – 2011

A total of 23 buyers from various countries are expected to participate in the Midwest Buyers Mission 2011 on July 27, 2011, in Columbus, OH. The buyers will conduct one-on-one meetings with Ohio food producers to evaluate the potential of importing the Ohio products to their respective countries. The event is organized by the Food Export Association of the Midwest USA and the Ohio Department of Development (ODOD).

Gabi Swisa, CEO, Spets Industries Ltd. of Holon, Israel, was invited to participate in the Midwest Buyers Mission 2011 as Israel’s representative food buyer to meet with Ohio companies interested in exporting food products to Israel.

Spets Industries Ltd., founded in 2000, is an import, retail, and wholesale company that caters to the healthy/organic, pet food, retail, private label, and kosher market segments. Its customers are supermarkets, convenience stores, specialty/gourmet stores, and distributors. It covers the geographic region of Israel and the Palestinian Authority. The company is already importing from the U.S.
Spets Industries Ltd. is interested in importing confectionery, bakery, sweet & savoury snacks, sauces, dressings, condiments, canned & preserved food, snack bars, baby food, fruit & vegetable juice, drink concentrates, pasta, spreads, pet food, organic, and kosher products. In addition to the above categories, products of specific interest for this mission include baked snacks, beverages, cereals, chocolates, and microwaveable popcorn.

The company has been growing at a rate of 20% per year and recently added gluten-free and sugar-free products. The company imports for other distributors/importers in Israel as well as for their own distribution line.

Overall 30 Ohio companies are expected to participate in the event. The Initiative is helping the organizers recruit Ohio food producers that are interested in exporting to Israel to participate in the July 27, 11 one-on-one meetings with the Israeli buyer in Columbus. Over 30 Ohio food producers have been contacted by the Initiative. Several Ohio companies have already indicated that they are signing up for the event, and will request to meet with the Israeli buyer.

An Initiative staff will attend the July 27, 11 one-on-one meetings event and help the Israeli buyer.

5. Israeli Agriculture and Rural Development Reporter & Editor Visit in Ohio – 2007

Ami Ruzansky, editor of three Israeli agricultural magazines (published by Maariv): Yevul See (general agriculture, e.g., vegetables, field crops), Harefet VeHachalav (dairy and milk), and Meshek HaOfot (poultry journal), and a freelance agricultural journalist in Israel, visited Ohio on September 17-26, 2007 on an agricultural tour of the State, to teach about Israel’s agriculture and rural development, and to write about Ohio agriculture. The objective was to bring Mr. Ruzansky to Ohio for site visits and to present seminars in order to share knowledge and expertise on Israeli rural development and agricultural practices and technology with Extension, academia, and the agricultural community.

Mr. Ruzansky presented seminars about Israel’s agriculture and rural development to Ohio academia and extension. He interviewed Ohio farmers and producers, and reported about Ohio agriculture in the Israeli media, through the three Maariv publications. Mr. Ruzansky attended a dinner organized by the Columbus Jewish Federation, where he gave a presentation about rural development in Israel. Mr. Ruzansky did site visits, gave seminars and participated in luncheons at OSU/OARDC, OSU/Columbus and OSU/South Centers/Piketon.

Mr. Ruzansky attended the Israel Agriculture Pavilion at Farm Science Review (FSR) 2007 and met with Ohio Extension, academia and farmers, attended the V.P. luncheon at FSR 2007, and had a tour of FSR 2007 with OSU Media Relations Coordinator/Associate Editor Candace Pollock.

Mr. Ruzansky’s Ohio agricultural mission was the first in the OIAI-OSU/Extension program to bring Israeli agriculture experts to Ohio to give workshops to Ohio Extension and academia and to send Ohio Extension and academia people to Israel to be trained there in their areas of interest.

The Ohio media covered Mr. Ruzansky’s Ohio tour. Mr. Ruzansky published at least 10 articles about Ohio agriculture in the Israeli media.
6. Dairy Breeding Expert from Israel to Ohio – 2007

Mr. David Dror toured Ohio on November 14-18, 2007. Mr. Dror is a genetic advisor at Qualified Gene, Israel. He is an expert on dairy genetics and breeding for improved milk quality and yield and other wanted traits, computerized dairy farm management, and dairy herd book (ID System/Directory), with a good track record in Israel and overseas.

The objective of bringing David Dror to Ohio was for him to do site visits and present seminars that share knowledge and expertise on Israeli dairy with extension, academia, and the agricultural community, with a focus on large herd breeding programs, herd book/ID program, and dairy management practices and technology. In addition, this visit intended to open up economic opportunities between Ohio’s dairy industry and Israel’s Qualified Gene company.

Mr. Dror’s Ohio agriculture mission was the 2nd in the OIAI-OSU/Extension program to bring Israeli agriculture experts to Ohio to give workshops to Ohio Extension and academia and to send Ohio Extension and academia personnel to Israel to be trained there in their areas of interest.

Mr. Dror presented a seminar titled “Genetic breeding in large cooperative dairy farms in Israel to enhance milk production and profitability” at OSU School of Veterinary Medicine on November 15, 2007 and at OARDC on November 16, 2007 (this seminar was videoed live to OSU, Department of Animal Science, for the Dairy group faculty and graduate students). In addition, Mr. Dror met with faculty and extension personnel on both campuses.

Mr. Dror’s site visits included:

- A tour of OARDC and a visit at its Dairy farm.
- A visit at Select Sires, Plain City, OH and meetings with Chuck Sattler, Vice President of Genetics Programs, Select Sires, Inc.
- Visits at dairy farms in Ohio and neighboring states, including Fair Oaks Dairy Farm, IN.

The visits included meetings with the respective dairy geneticists and veterinarians in these farms and facilities to exchange know-how and enhance economic ties and opportunities between Ohio and Israel.

David Dror’s Ohio visit opened up the possibility for an Ohio embryos expert to travel to Israel to improve the Israeli embryos transfer system.

7. Water Management Expert from Israel to Ohio – 2007

Mr. Shimon Tal, an Israeli water management expert, toured Ohio on November 15-18, 2007. Mr. Tal has over 32 years of experience in professional and executive duties in water resources management, water supply and the sanitation sector of Israel. He has extensive experience in national and international water issues and bilateral and multilateral water agreements. Mr. Tal is constantly invited to introduce the Israeli policy of integrated water resources management in professional forums and conventions, in governmental and international organizations, including the World Bank and the UN. Mr. Tal served as the Water Commissioner of Israel, Co-Chairman
of the Joint Israel-Jordan and Israeli-Palestinian Water Committees, and is the founder and CEO of “Tal Content – Consulting & Enterprise Ltd”.

The objective of bringing Mr. Shimon Tal to Ohio was to present a seminar and share with Ohio academia, extension, and government officials his knowledge and expertise on water management, water quality and conservation issues which he gained during his years as Israel’s water commissioner and in his other related roles. In addition, this visit intended to open up opportunities for collaboration and trade between Ohio and Israel.

Mr. Tal’s Ohio agriculture mission was the 3rd in the OIAI - OSU/Extension program to bring Israeli agriculture experts to Ohio to give workshops to Ohio Extension and academia and to send Ohio Extension and academia personnel to Israel to be trained there in their areas of interest.

Mr. Tal presented a seminar titled “Sustaining Advanced Societies in Water Stressed Environments” at OSU on November 11, 2007 for OSU Extension and OSU faculty and graduate students at the departments that deal with water use and conservation. In addition, Mr. Tal met with faculty and extension personnel at OSU. Mr. Tal attended an Ohio business leaders lunch at OSU, and met with Mr. Gordon Gee, President of OSU. In addition, Mr. Tal met with the leadership of ODA and ODNR to discuss water issues and economic opportunities.

As a result of Mr. Tal’s Ohio tour, several opportunities opened up:

• ODNR expressed interest in continued communication and collaboration with Mr. Shimon Tal.
• The Columbus Jewish Community Federation planned to invite Mr. Tal for a community wide lecture about the water issues in Israel.
• Other states expressed interest in inviting Mr. Tal to visit and give seminars (via Israel’s regional consulates).

Mr. Tal was following up on those opportunities.

8. International Agriculture Trade and Policies Expert from Israel to Ohio - 2008

Mr. Yakov Poleg, an Israeli international agriculture trade and policies expert, visited Ohio on January 8, 2008. Mr. Poleg, the then Minister, Agriculture and Science Affairs, Israeli Embassy in the U.S., took office on August 2006, following a six-year service as Director of International Trade at the Foreign Trade Department at the Ministry of Agriculture and Rural Development. This important nomination put him at the forefront of Israel’s agricultural trade negotiations and international cooperation initiatives, focusing on critical World Trade Organization (WTO) issues, EU bilateral forums and other agricultural trade and legal matters. During this period, Mr. Poleg’s vast experience in economic and legal trade issues was often leveraged to assist the government decision-making process, as well as to supervise the successful implementation of signed agreements.

The objective of bringing Mr. Yakov Poleg to Ohio was to present a seminar and share with Ohio academia, extension, and state officials his knowledge and expertise on International Agricultural Trade and Policies. In addition, this visit intended to open up opportunities for collaboration and trade between Ohio and Israel.
Mr. Poleg’s Ohio agriculture visit was the 4th in the OIAI - OSU/Extension program to bring Israeli agriculture experts to Ohio to give workshops to Ohio Extension and academia and to send Ohio Extension and academia personnel to Israel to be trained there in their areas of interest.

Mr. Poleg presented a seminar titled “Agricultural Policy in the Framework of International Trade Guidelines” at OSU on January 8, 2008 for OSU Extension, and OSU faculty and graduate students at the departments that deal with international agriculture trade and met with faculty and extension personnel at OSU. Mr. Poleg met with the then ODA Director Robert Boggs, ODA Deputy Director for Policy & Marketing Greg Hargett, Tim Sword of ODA’s Marketing Division, Mark Forney of ODA’s Rural Development Initiative, ODA Division Chiefs (Dr. W. Michael Hockman, DVM, Chief, Meat Inspection, and Lewis R. Jones, R.S., Division Chief, Dairy Division) to discuss International agriculture trade and policies, and agricultural economic opportunities with Israel. The meeting was also attended by ODOD representatives the then Assistant Director, International Trade Division, Scott Kuehn, representing Deborah Scherer, Director of ODOD’s International Trade Division; Jamie Gentry, Agribusiness Development Representative, ODOD’s Economic Development Division; and Chad Smith, International Business Development Representative at ODOD, as well as a representative for the then Governor Strickland. The representatives of ODA, ODOD, and Ohio Governor’s office showed interest in participating in Agritech 2009, Israel’s agricultural tradeshow, which is a gateway to the whole region. Mr. Poleg later continued to work with these entities and the Initiative to promote Ohio participation in Agritech 2009.

Following the meeting with the Ohio Department of Agriculture, Ohio Department of Development, and the Ohio Governor’s representative, and consulting with Israel’s Ministry of Agriculture and Rural Development, Mr. Poleg drafted an MOU on agricultural collaboration and trade between Ohio and Israel.

Mr. Poleg also gave a presentation titled “Introduction to Israel’s Agriculture” at the January 8, 2008 orientation meeting for Ohio farmers, extension and academia personnel going on the February 2008 Agricultural missions to Israel, March 2008 Green Industry missions to Israel, and May 2008 Dairy mission to Israel.

9. Rural Development and Agriculture Extension Service Expert from Israel to Ohio - 2008

Mr. Moshe Goren toured Ohio on January 3-13, 2008. Mr. Goren was then the General Director of Israel’s Agriculture Extension Services at Israel’s Ministry of Agriculture and Rural Development. He is also an expert in rural development.

The objective of bringing Mr. Goren to Ohio was to present seminars and share with Ohio academia, extension, and state officials his knowledge and expertise on agriculture extension service management and on rural development. In addition, this visit was intended to open up opportunities for collaboration and trade between Ohio and Israel.
Mr. Goren’s Ohio agricultural visit was the 5th in the OIAI - OSU/Extension program to bring Israeli agriculture experts to Ohio to give workshops to Ohio Extension and academia and to send Ohio Extension and academia people to Israel to be trained there in their areas of interest.

Mr. Goren visited all 3 main campuses of OSU – OSU/OARDC, OSU/Columbus, and OSU/South Centers/Piketon. He presented seminars and met with faculty and extension personnel in those campuses. He also met with top administrators of ODA, ODOD and the Ohio Governor’s office.

Mr. Goren’s Ohio visit opened the way for the upcoming Ohio to Israel Green Industry and Dairy missions, and the Israel to Ohio Green Industry and Dairy delegations. In addition, as Mr. Goren was one of the key organizers of Agritech 2009 tradeshow, which would take place in Israel on May 5-7, 2009, he promised to help with Ohio’s anticipated participation in the exhibition.


A delegation of 2 Israeli Green Industry extension experts visited Ohio on April 6-13, 2008, as part of the OSU Extension 2007/2008 program to enhance agricultural technical exchange and collaboration between Ohio and Israel through extension. The Israeli delegates were Mr. Omar Zeidan, a vegetables expert, who is the Deputy Director R&D and Department of Vegetables Director of Israel’s Ministry of Agriculture and Rural Development Extension Service, and Mr. Shlomo Israel, a floriculture expert, who is Deputy Regional Director and Director of Regional Extension Service of Israel’s Ministry of Agriculture and Rural Development Central Region Extension Service. The purpose of Mr. Zeidan and Mr. Israel’s visit was to share with Ohio academia, extension, and growers their knowledge and expertise and open up opportunities for green industry collaboration and trade between Ohio and Israel.

The Israeli delegates were hosted by OSU’s Green Industry extension personnel. They visited Ohio State University (OSU)’s campuses in Wooster and Columbus, and met with faculty of the Horticulture & Crop Science and the Entomology Departments, and OSU’s Green Industry Extension personnel. The Israeli delegates visited green industry facilities - greenhouses, nurseries, garden centers, gardens, farms, and farm markets throughout Ohio, met with the growers and participated in regional growers meetings. They also toured Secrest Arboretum, Toledo Botanical Gardens and USDA Ornamental Plant Germplasm Center (OPGC). The Israeli vegetable and floriculture specialists presented seminars at Ohio Agricultural R&D Center (OARDC) about vegetables and floriculture production in Israel and about their extension work.

The 2 Israeli Green Industry extension experts touring Ohio were the 6th and 7th visitors in the OIAI - OSU/Extension program to bring Israeli agriculture experts to Ohio to give workshops to Ohio Extension and academia and to send Ohio Extension and academia people to Israel to be trained there in their areas of interest.

The Israeli Green Industry delegation to Ohio was well covered in the Ohio media.

A report summarizing the Israel to Ohio Green Industry delegation’s visit and its outcome was submitted by Omar Zeidan on 7/15/08.
Follow up delegates’ recommendations and project outcome include:

- Establish relationships between the Israeli Extension Services and the Extension of OSU.
- Exchange extension technology and experience between the two organizations in order to advance knowledge transfer.
- Exchange visits and professional missions (farmers & extension workers) between Israel and Ohio.
- Establish methods to transfer information and professional knowledge about vegetables growing and floriculture between Israel and Ohio.
- Follow up with collaborative Ohio-Israel projects.
- Joint Ohio-Israel research into integrated pest management (IPM) and other ways in which the green industry can minimize its environmental footprint.
- Collaboration between Omar’s group at Israel’s MOAG Extension and Matt Kleinhentz, OARDC and Extension, OSU on grafting vegetables technology (e.g., tomatoes) for stronger plants with higher yield and more resistance to disease and stress, and use of high tunnels to extend season.

11. Dairy Delegation from Israel to Ohio – 2008

A delegation of 2 Israeli Dairy extension experts visited Ohio on June 15-21, 2008, as part of the OSU Extension 2007/2008 program to enhance agricultural technical exchange and collaboration between Ohio and Israel through Extension. The delegates were Dr. Ran Solomon, a ruminant nutritionist, who was then the Head of the Cattle Husbandry Department of Israel’s Ministry of Agriculture and Rural Development Extension Service and Mr. Gaby Adin, Chief Extension Officer, Calves and Replacement Heifers, at Israel’s Ministry of Agriculture and Rural Development Extension Service, Department of Cattle Husbandry. The purpose of Dr. Solomon and Mr. Adin’s visit was to share with Ohio academia, extension, and dairy farmers their knowledge and expertise and open up opportunities for dairy industry collaboration and trade between Ohio and Israel.

The Israeli dairy experts visited small and large dairy farms throughout Ohio, and a feed center. They presented seminars about their extension work and about the dairy industry in Israel at Ohio Agricultural R&D Center (OARDC). Their seminars were “Feeding and Managing Replacement Heifers in Israel” by Mr. Adin and “Nutrition and Feeding Management of Dairy Cows in Israel” by Dr. Solomon. The delegates visited Ohio State University (OSU)’s campuses in Wooster and Columbus and met with faculty of the Animal Science Department and School of Veterinary Medicine and OSU’s dairy extension personnel. Upon their return to Israel, the delegates shared their experience and gained knowledge with their Israeli colleagues.

Dr. Solomon and Mr. Adin’s Ohio agricultural visit was part of the 2007/2008 one-year program with Ohio State University Extension designed to enhance agricultural technical exchange and collaboration between Ohio and Israel through Extension, by bringing Israeli agriculture experts to Ohio to give workshops and training and sending Ohio extension and university personnel to Israel to be trained there. Dr. Solomon and Mr. Adin were the 8th and 9th Israeli visitors to Ohio in this program.

Recommendations that came out of the delegation’s Ohio visit:
• Organize workshops in Israel on Ohio technology on selected topics.
• Introduce the Ohio bail wrapping/bagging to Israel to replace bunker silo for silage. Israel is familiar with the technology, but the equipment is too expensive for Israel. This would be a good opportunity if there is a cheaper source in Ohio.
• Introduce to Ohio Israeli dairy industry products from companies such as SCR, Afimilk, and RMH Lachish (their new system and software).

The Israeli Dairy delegation to Ohio was well covered in the Ohio media.

The 2 Israeli Dairy extension experts touring Ohio were the 8th and 9th visitors in the OIAI - OSU/Extension program to bring Israeli agriculture experts to Ohio to give workshops to Ohio Extension and academia and to send Ohio Extension and academia people to Israel to be trained there in their areas of interest.

12. Israeli Agritourism Delegation to Ohio - 2009

Rural development professionals from Ohio and Israel were interested in collaborating on mutual challenges and programs to benefit each other by sharing their respective experiences. Bracha Gal of Israel’s Ministry of Agriculture’s Extension Service and Dr. Yoav Gal of Tel Hai College, Israel were the 2 delegates who came from Israel to tour Ohio, learn about Ohio’s agritourism industry and how OSU extension is involved with this industry as well as to share their experience and knowledge of dealing with agritourism in Israel.

OIAI in partnership with Julie M. Fox, Ph.D., Tourism Development Specialist, The Ohio State University South Centers, College of Food, Agricultural, and Environmental Sciences - Extension & OARDC, Piketon, OH, arranged for a 4-day agritourism tour of Ohio for the two Israeli delegates. The 7/27-30/09 tour included an intensive itinerary of visits at various Ohio farms that offer agritourism activities in sectors such as aquaculture, berries, and pumpkins, as well as direct on-farm marketing. In addition, the Israeli delegates presented a seminar at OSU’s main campus about Israel’s agritourism.

The Israeli agritourism tour of Ohio was covered by the media both in Ohio and in Israel, by a press release issued by the Initiative, a news article by OSU, and a series of articles written by Bracha Gal in the “Tayaron” agritourism e-newsletter, which is issued by Israel’s Ministry of Agriculture and Rural Development Extension Service.

Outcome:
The Israeli agritourism delegates will continue to communicate and collaborate with OSU’s agritourism extension team and people that hosted the delegation during their Ohio tour.

13. Cattle and Beef Traders Delegation to Ohio - 2010

Eyal Erlich, a cattle trader from Israel, and his business partner Husni Afana, a livestock and meat trader from the Palestinian Authority, visited Ohio on April 19-22, 2010. Their interest was to learn first hand the Ohio feeder calves operations and to look for sources of feeder calves in Ohio for export to Israel, pending approval of the Health Protocols to allow export of live cattle from the U.S. to Israel. If feasible, they plan to open a U.S. Export Company that will buy the
cattle in Ohio and possibly other U.S. states, quarantine them in Ohio, and then export them to Israel.

The Initiative contacted various Ohio cattle farmers, cattle co-ops and organizations, ODA, OSU, and OIAI Advisory Committee members to identify groups and individuals interested in meeting with the Israeli delegates. During their visit, Eyal and Husni met with the OIAI team (Sarah and Sam), and then toured Ohio to see cattle farms and talk with contact people that OIAI put them in touch with. Meetings included: Ohio Livestock and Genetic Export Council (Larry Baker); Ohio Pro-Beef Alliance (Don Shoemaker); and United Producers, Inc. (UPI), as arranged by the Southern Ohio Agriculture & Community Development Foundation (Don Branson). The meetings included visits to some farms that the respective organizations work with. In addition, Eyal and Husni met with Greg Hargett, the then Assistant Director of ODA, and Mark Forni, the then Deputy Director of ODA. Eyal and Husni made tentative agreements with the Ohio cattle farmers and cattle cooperatives to export feeder calves to Israel once the BSE ban is lifted and the costs of feeder calves and shipment are favorable.

14. **Aquaculture Delegation to Ohio - 2010**

Yitzhak Simon, Chief Israel Aquaculture Extension person, and Chaim Anjioni, Director of the Dept. of Fisheries & Aquaculture, Israel Ministry of Agriculture & Rural Development, visited Ohio on July 26-30, 2010. The purpose of the visit was to help design an Ohio recirculating aquaculture system (RAS) to raise feed fish, using Israeli technology. The Israeli delegates met with Bob Calala, President, Ohio Aquaculture Association and Owner, Calala's Water Haven, Inc. of New London, OH, and with other Ohio aquaculturists, and visited several Ohio aquaculture farms. The delegates reviewed current Ohio aquaculture technologies and needs and what Israel has to offer. They presented the RAS work plans that they prepared in Israel and reviewed what needs to be done in order to fit the system to Ohio conditions. They concluded that Large Mouth Bass is a good, high-value species to focus on, and that air-lift based RAS technology is an attractive, low-energy method to use for an Ohio-based aquaculture RAS Demo Farm with Israeli technology input.

Outcome - The Israeli delegates agreed to continue working with Bob Calala towards building a demonstration fish farm in Ohio with Israeli input.

15. **Controlled Feeding Delegate to Ohio - 2011**

Yitzhak Lifshitz, CEO, ConFeed Ltd. of Israel, visited Ohio on 2/11-16/2011. ConFeed, a controlled feeding systems company, specializes in developing, manufacturing and supplying solutions and equipment for aquaculture and the fish farming industry, including automatic systems for controlled fish feeding. Confeed is interested in entering the U.S. market using Ohio as a gateway.

Mr. Lifshitz showcased ConFeed in the OIAI booth at the Ohio Aquaculture Association 2011 Annual Conference and Tradeshow, and looked for and met with potential clients, business partners, reps/agents, and joint ventures candidates. Mr. Lifshitz also toured Ohio and visited several aquaculture farms. In addition, Mr. Lifshitz visited the
aquaculture programs in 2 academic institutions, OSU South Centers and Hocking College, and met with key researchers and educators in both centers.

Outcome - Mr. Lifshitz will follow up with his Ohio contacts with the hope of selling their system to an Ohio fish farm in a way that can also serve as a demonstration for other potential clients.

16. **Cattle Genetic Tracing Delegate to Ohio - 2011**

Guy Evron, Autentica product manager at Bactochem Ltd. of Ness-Ziona, Israel, visited Ohio on 3/10-11/11. Autentica developed and sells a DIY genetic traceability molecular kit and software system which provides a genetic tool for parenthood authentication in cattle and for increased food safety in beef products. Autentica is interested in entering the U.S. market, and is looking for cattle breeders to test the system, a university to perform trials, and entities interested in using the system in food safety issues.

The objective of Mr. Evron’s March 2011 Ohio visit was to present the Autentica product to and meet with promising Ohio leads and potential clients. The Initiative put Autentica in touch with Ohio cattle breeders, cattle farmers, cattle organizations, OSU and ODA. Mr. Evron met with reps of these groups and organizations. In addition, Mr. Evron presented 2 seminars at OSU’s School of Veterinary Medicine on 3/10/11. The seminars were titled “A genetic system for cattle identification - Practical applications in the fields of food safety and parenthood authentication”, the first focusing on cattle, and the second dealing with food safety. The OSU visit was hosted by Fernando Silveira, MV, College of Veterinary Medicine, The Ohio State University.

Outcome – Mr. Evron will follow up on the contacts made in Ohio, and based on that will plan his next steps towards his goal of getting the Autentica product to the U.S. market.

17. **Agricultural Trade and Cooperation Delegate to Ohio - 2011**

Zvi Herman, Agriculture and Science Minister for the U.S., Canada and Mexico, Embassy of Israel in Washington, D.C. will visit Ohio on May 25-26, 2011 to discuss agricultural trade and cooperation opportunities between Ohio/U.S., Israel, and other countries. Mr. Herman’s Ohio visit will include meetings with ODA, ODOD, OSU, and Ohio legislators; a site visit to OSU South Centers; a meeting with the OIAI Advisory Committee; and a presentation titled “Agricultural cooperation and trade opportunities between Ohio, Israel and beyond”.

VII. **WORKSHOPS, SEMINARS AND CONFERENCES**

VII.A. **Workshops, Seminars and Conferences in Ohio**

1. **Aquaculture Workshops - 2004**

In July 2004, the Initiative held two workshops in conjunction with the Ohio Aquaculture Association at Ohio State University’s Piketon and Columbus campuses, featuring Mega-Flow technology. Mega Flow is an Israeli recirculating aquaculture system that conserves water while
providing a healthier environment for fish than in open pond systems, thus producing a higher yield, and allowing for year-round farming in colder climates. Participants were Ohio farmers, Ohio State University researchers, and the chairman of the Ohio Aquaculture Association.

Two workshops on Israeli aquaculture were presented at the Farm Science Review 2004 agricultural tradeshow in London, OH in September, 2004.

2. Food Security / Agriculture Biosecurity Workshops - 2005

Professor Yitzhak Hadar, a microbiologist and the then Dean of the Hebrew University’s Faculty of Agriculture, Food and Environmental Quality Science, visited Ohio and met with colleagues at The Ohio State University and the Ohio Department of Agriculture on January 24-26, 2005. Together with Dr. Mordehai Cohen, Israel’s Agriculture and Science Attaché for the U.S., Canada and Mexico, they gave the following presentations:

- Agricultural Biosecurity: Opportunities for Cooperative R&D between Ohio and Hebrew University
- Overview of Current and Emerging Israeli Agricultural Biosecurity Measures - Relevance to Ohio


The Initiative presented two, half-day Kosher Food Certification and Marketing seminars in Cleveland and Columbus in November 2006. The objective of these seminars was to explain the kosher certification process and requirements to Ohio food manufacturers and producers interested in having their products become kosher certified. The seminars, which were co-sponsored by The Ohio Department of Agriculture, included an explanation of what it means to be kosher certified, as well as a discussion of the marketing techniques that can help companies tap into the kosher market and increase profit margins. With this knowledge, Ohio food producers may consider to expand their economic opportunities and enter the kosher food market in the U.S. and worldwide. Export opportunities to Israel will improve greatly by making food products kosher, as the majority of Israel’s food imports are of kosher products.

More than 11 million people in the United States purchase kosher products each year, and approximately 80 percent of these consumers are not kosher observing Jews. They are Muslims, Seventh Day Adventists, vegetarians, and people with health concerns, as kosher foods are often perceived as being healthier and safer than other foods. With the number of kosher consumers expected to increase annually, businesses that offer kosher-certified products will reap the benefits of an industry of over $210 billion in annual sales, that has a projected 15 percent annual growth rate.

Rabbi Shimon Gutman, the Rabbinic Administrator of Cleveland Kosher, a non-profit kosher certifying agency, was on hand to explain the kosher certification process to seminar participants. Jerry Solomon from Cleveland’s Great Western Juice Company spoke about his company’s experience becoming a kosher certified food producer, and Arthur Pollak, owner of the Cleveland-based Pollak Food Distributors, talked about kosher food marketing and distribution.
Seminar participants came from many counties throughout Ohio, including Athens, Auglaize, Champaign, Clinton, Coshocton, Cuyahoga, Delaware, Franklin, Pike, Portage, Sandusky, Summit, Trumbull, Wayne and Wood County. The 35 attendees represented a spectrum of industries, including five executives from Kroger's corporate headquarters, cheese producers, poultry and sandwich processors, beef marketing professionals, prepared and packaged food manufacturers, producers of juice, wine, ice cream, nuts, popcorn, snacks, teas and herbs, as well as farmers raising dairy goats, dairy cows, fish, lamb, beef and poultry. Ohio State University professors and extension staff, the then Ohio Department of Agriculture assistant director, meat inspectors, dairy and food safety division chiefs, and marketing division representatives, as well as a kosher food chef, also participated.

Outcome - One company that participated in the seminar completed the process of kosher certifying their product (snacks), another (tea mint leaves) was looking into this possibility, and a third (goat cheese) plans kosher certify their product once they are ready for it.

4. TARGET Trade Opportunities with Israel Workshop, Mansfield, Ohio - 2006

The Initiative was invited to present an overview of its activities and supply information about trade opportunities between Ohio and Israel at a one-day seminar. The July 27, 2006 seminar was organized by Mr. Bob Cohen of Mansfield, Ohio, an Initiative’s Advisory Committee member, as part of an ongoing international trade class called TARGET. Participants in TARGET included Richland County small businesses interested in international trade. Ram Ben Dor and Sarah Horowitz of the Initiative were two of the three invited speakers and gave presentations about the Initiative’s activities, including trade opportunities with Israel, for Ohio businesses. They also participated in a roundtable panel discussion and answered questions.


Rafi Shamir the then Marketing Manager of Pladot Mini Dairy came to Ohio in January 2006. He gave a presentation about the Pladot Mini Dairy to the OSU Dairy Working Group at their January 25, 2006 meeting in Wooster. This group includes OSU professors who specialize in dairy, and OSU county extension educators. The OSU extension educators then approached local extension agents and dairy farmers in the hope of identifying interested clients.

Mr. Shamir also gave a presentation on January 25, 2006 to Wayne County dairy farmers and juice producers later that day.

On January 26, 2006 Mr. Shamir promoted the Mini Dairy in a brief presentation and at a booth at the North Central Ohio Dairy Grazing Conference in Wooster, Ohio, with over 300 in attendance.

The Initiative participated in all of these activities and helped promote Pladot. As a result of these presentations, more Ohio farmers who were interested in the Mini Dairy were identified. The Initiative helped in the follow-up of contacting these farmers for Pladot.
The Initiative’s staff gave a presentation about the Pladot Mini Dairy to a group of Ohio Mennonites who were interested in the Pladot Mini Dairy and other interested farmers in Shiloh, Ohio on March 27, 2007.

The Initiative was planning a two-day traveling workshop for Ohioans to two farms that use Pladot Mini Dairy processors. Several farms were considered for the visit, but focus was on farms in Wisconsin and Minnesota. The Initiative was looking for co-sponsors for the workshop. The objective of this traveling workshop was to familiarize Ohio dairy farmers with the opportunity to develop high value added products via the establishment of an on-site Mini Dairy operation. This project is on hold, until the Initiative hears from Pladot about a renewed interest in marketing their Mini Dairy.


OSU Extension at South Centers in Piketon, OH has been using the micro-irrigation demo plot (see description in the Micro-Irrigation section) throughout 2008, 2009 and 2010 for workshops and training of Ohio farmers. Typical workshops attract 50-100 farmers at a time. These workshops help the farmers, as well as give excellent exposure to Israeli technology and companies with a goal of increased sales in Ohio.

Examples of the workshops are:

- 8/14/08 - Field Day at OSU South Centers about vegetables, berries and wine grapes, with a stop at the micro irrigation demo unit. There were 115 participants (Brad Bergefurd gave the workshop, which included a presentation by Rami Ben Dor, the Initiative’s Rep).

- 10/16/08 - OSU South Centers, Piketon, OH – “Pumpkin Twilight Tour” workshop, with Israeli technology by Netafim (Workshop by Brad Bergefurd, with Rami and Sarah as Reps from the Initiative).

- 7/23/09 - OSU South Centers, Piketon, OH – “Drip Irrigation” workshop and Demo Unit with Israeli technology by Netafim and Amiad (Workshop by Brad Bergefurd, with Reps from Amiad and the Initiative).

- 8/13/09 - OSU South Centers, Piketon, OH – “Horticulture Field Night” workshop, including Drip Irrigation and Demo Unit with Israeli technology by Netafim, Tefen, and Amiad (Workshop by Brad Bergefurd with Reps from Amiad, Tefen and the Initiative).

- 10/15/09 - OSU South Centers, Piketon, OH – “Pumpkin Twilight Tour” workshop, including Drip Irrigation and Demo Unit with Israeli technology by Netafim, Tefen and Amiad – how it applies to pumpkin crop (Workshop by Brad Bergefurd).

- 5/20/10 - OSU South Centers, Piketon, OH – Strawberry Production Workshop.

- 6/19/10 - OSU South Centers, Piketon, OH – Beekeepers Workshop.

ODA’s European Union Export Workshop - 2009

The Initiative’s activities, with a focus on recruitment to the Ohio booth at Agritech 2009, were promoted at the Ohio Department of Agriculture (ODA)’s European Union Export Workshop in Reynoldsburg, OH on 2/11/09, which was presented by Tim Sword, the then International Program Manager, Marketing Division, at ODA.

Export Education Seminar: From the Basics and Beyond, Cleveland, OH - 2009

An Initiative staff attended the 6/24/09 Export Education Seminar “From the Basics and Beyond” in Cleveland, OH, organized by the Food Export Association of the Midwest USA and the Ohio Department of Agriculture. The workshop offered a good introduction to the export process and the services offered for companies exploring international opportunities, and helped the participants prepare for the 7/21/09 Midwest Buyers Mission’s one-on-one meetings.

The Initiative recruited Ohio food processing companies that showed interest in exporting to Israel to attend this workshop in preparation for the meetings with the Israeli food buyer at the 7/21/09 buyers mission, and promoted food export opportunities to Israel during the workshop.
Outcome:
3 Ohio food companies attended the 6/24/09 workshop as a result of OIAI’s recruitment efforts and were interested in meeting with the Israeli Buyer on 7/21/09. 3 additional Ohio food companies that attended the 6/24/09 workshop expressed interest in meeting with the Israeli Buyer on 7/21/09.

ODA Export Resources Seminar, Reynoldsburg, OH - 2010

The Ohio Department of Agriculture and the Food Export Association of the Midwest USA presented the “Export Resources Seminar” on 3/25/10. The 1-day seminar was about food exporting and available assistance in the exporting process (e.g., the Branded Program) and was designed for Ohio food manufacturers interested in exporting. An Initiative person (Sarah) gave a presentation at the workshop about how OIAI can help Ohio food producers in exploring the Israeli market, and in kosher certifying their products for increased market share. In addition, the Initiative had a display table with info about OIAI and examples of Ohio food producers exporting to Israel that were helped by the Initiative.

The following 16 Ohio companies attended the seminar:

Graminex
OmegaSea
Latinex Int. Ltd.
Homestat Farm
CaJohn's Fiery Foods
Frog Ranch Foods, LLC
Dayton Nut Specialties, Inc.
Daelia's Food Company Ltd.
Root's Poultry Company
P&G Pet Care
EcoVative Resources
Rudolph Foods Company, Inc.
Keystone Canning Co.
Michael's Finer Meats & Seafoods
Proctor & Gamble
Seryrell's Food Products, LLC

Several Ohio food producers expressed interest in export to Israel and sought OIAI’s help during the seminar.

ODA Export Seminar, Reynoldsburg, OH - 2010

The Ohio Department of Agriculture and the Food Export Association of the Midwest USA presented a 1-day Export Seminar for Ohio companies on 12/7/10. The seminar provided insight on pursuing or expanding export sales in the South American markets. An overview of the economy, export requirements, entry strategies, market opportunities, pricing and logistics was provided to participants. An Initiative representative (Karl) gave a presentation at the workshop about trade opportunities with Israel for Ohio food producers and about the kosher certification
process, and promoted the OIAI as a resource for Ohio food producers in exploring the Israeli market, and in kosher certifying their products for increased market share.

Several Ohio food producers expressed interest in export to Israel and sought OIAI’s help during the seminar.

**ODOD Food Export Seminar “Prepare for Export Success”, Columbus, OH - 2011**

The 1-day Food Export Seminar “Prepare for Export Success” in Columbus, OH, on 6/16/11 is hosted by the Ohio Department of Development and the Food Export Association of the Midwest USA. The objective of the seminar is to give Ohio companies the opportunity to build their export readiness and maximize their export potential. The seminar was also designed to prepare Ohio food companies for the 7/27/11 Midwest Buyers Mission in Columbus, OH.

A Rep of the Initiative will attend the 1-day Food Export Seminar and promote the Initiative to Ohio food producers there. In addition, the Initiative’s Rep will have the opportunity to meet with the various Ohio food producers individually, talk about how the Initiative can help Ohio food producers interested in exporting their products to Israel, and encourage them to sign up to meet with the Israeli food buyer Gabi Swisa that will be in Columbus, OH on 7/27/11.

The Initiative will have a display table at the seminar, where the OIAI Rep will display information about the Initiative’s activities as well as examples of products of Ohio and Israeli companies that have been exported between the 2 regions with the help of the Initiative and Negev Foundation.

8. **Trade with Israel Workshops and Presentations – 2009, 2011**

The Initiative organized and participated in a series of seminars about “Doing business with Israel” which were presented to the agribusiness and food producing communities throughout Ohio. These seminars include:


- **6/26/09** – NE OH Agribusiness Forum, Ashland, OH - “Report from Agritech 2009” (Bob Cohen presenting, with input by OIAI staff (Sarah and Sam))

- **10/16/09** - North Coast Global Trade Forum, Lorain, OH - “Exporting to Israel” including a review of Agritech 2009 and the Ohio booth there (Bob Cohen presenting, with input by OIAI staff (Sarah)).

- **4/8/11** - Going Global Monthly International Trade Forum, KSU campus, New Philadelphia, OH - “Report from Israel” with a review of trends in Israeli business and agriculture, AgroMashov 2011 tradeshow, the Ohio booth there, and the Ohio delegation to Israel (Bob Cohen presenting, with input by OIAI staff (Sarah)).
• To be presented: 6/24/11 – NE OH Agribusiness Forum, Ashland, OH - “A Report on Agricultural Trends in Israel” (Bob Cohen presenting, with input by OIAI staff (Sarah))


An Initiative Rep(s) participated in many professional meetings in Ohio, promoting the Initiative’s projects and activities and recruiting Ohio companies for Ohio-Israel export-import opportunities in agriculture and processed food. These professional meetings include:

ODOD
5/20/11- Manufacturing Export Resources Conference, Ashland, OH (Bob Cohen).

BioScience Consortium of Northeast Ohio quarterly meetings, Ashland, OH
9/24/08, 12/17/08, 3/18/09, 6/17/09, 9/16/09, 12/16/09, 3/17/10, 6/16/10, 12/15/10 (Karl), 3/23/11.

Northeast Ohio Food Chain Network bimonthly meetings, NE OH
3/25/09, 5/14/09, 7/16/09, 9/17/09, 11/19/09.

Northeast Ohio Agribusiness Forum monthly meetings, Ashland, OH

Southeast Ohio Agribusiness Forum monthly meetings, Cambridge, OH
12/1/09, 10/12/10.

Going Global International Trade Forum monthly meetings, Kent State University (KSU) Tuscarawas campus, New Philadelphia, OH

North Coast Global Trade Forum monthly meetings, Lorain Port Authority, Lorain, OH
10/16/09, 11/20/09.

Going Global International Trade Forum quarterly meetings, The Braintree Business Development Center, Mansfield, OH
10/7/09.

Beachwood Chamber of Commerce
7/16/09 (at CSU – Trade with Israel).

Business Global Gateway Series monthly meetings, CSU and Beachwood Business Development Center, Beachwood, OH

Annual Wayne Economic Development Council (WEDC) Ag Tour
8/13/09, in Wayne County, OH. Visiting Wayne County’s agribusinesses and agriculture operations, including livestock/dairy, OARDC’s Feed Mill, Whispering Hills campground’s agritourism, Tate Farms - a family run large farm operation, and Troutman Vineyards.

BioOhio
9/30/09-10/1/09 - 2009 BioOhio Annual Conference: BioGPS (Global Positioning for Success), Dublin, OH.
3/16/10 - BioOhio Suppliers & Service Providers Expo, Columbus, OH.

NorTech Advanced Energy Speaker Series
12/14/09 Biomass to Energy Symposium, Cleveland, OH.

Northeast Ohio International Business Network
5/18/10 (Export to Israel).

JumpStart Entrepreneurial Network, CSU, Cleveland
10/26/10 (Bob Leach).

VII.B. Workshops, Seminars and Conferences in Israel


A representative of the Initiative participated in the Israel Aquaculture Association Annual Meeting in March, 2006. In addition to promoting the Initiative’s activities to the Israeli attendees, contacts were made, current projects were advanced and new projects were initiated.

The Initiative had a representative participating in the February 20-22, 2007 Israel Aquaculture Association Annual Meeting to promote the Initiative’s activities, follow up on current Initiative aquaculture projects, and to look for new projects. The Initiative representative also gave a 30 minute presentation about Ohio aquaculture and the opportunities for Ohio and Israel to work together on aquaculture R&D and trade, through the Initiative. Handouts about such opportunities were given to conference participants in their registration packets, and meetings were held with interested Israeli companies during the conference.

The Initiative had a representative participate in the March 4-5, 2008 Israel Aquaculture Association Annual Meeting and Tradeshows to promote the Initiative’s activities, follow up on current Initiative aquaculture projects, and look for new projects and trade opportunities. The Initiative’s representative also had meetings before and during the conference with Israel’s Chief Aquaculture Extension Service person to present OSU Extension’s aquaculture team’s current activities and projects, and to learn about Israel’s aquaculture extension service current activities and projects, in order to identify niches of opportunity where each side can help the other improve their aquaculture extension service work, and to set up direct communication between the two teams so that Ohio and Israel can work together on aquaculture R&D, training, and business opportunities.

Outcome:
An Israeli aquaculture consultant, Mr. Ofer Brezak, President of Galidi Corp Ltd. (www.galidi.co.il), was interested in setting up a lake restocking aquaculture project in Ohio. He
has expertise in restocking lakes in various places around the world to produce more fish without
the use of artificial feed, and to grow high-value fish in cages in large lakes with the use of
artificial feed. The Initiative helped Mr. Brezak make contact with key aquaculture professionals
in Ohio to pursue his interest.

2. **Israel Agriculture Trade with Ohio and the U.S. Symposium - 2010**

The Ohio-Israel Agricultural Initiative organized and sponsored a symposium on 1/13/10. The
symposium was held on the first day of AgroMashov 2010 tradeshow in the tradeshow’s main
building in Tel Aviv, Israel. The objective of the symposium was to provide tradeshow visitors
with information and the opportunity to learn about trade between Israel and the U.S., economic
opportunities in Ohio, and how to go about exploring this market. The symposium was titled
“Thinking Outside the Box – Tools and Means for Developing Israel-US Agribusiness Export
and Import”. The program covered:

- An Overview of US-Israel Macroeconomics and Commercial Opportunities
  James Cramer, Deputy Senior Commercial Officer, U.S. Commercial Service, U.S. Embassy, Tel Aviv

- US-Israel Microeconomics - Agricultural Machinery, Equipment and Inputs
  Yael Torres, Commercial Specialist, U.S. Commercial Service, U.S. Embassy, Tel Aviv

- US-Israel Agricultural Trade - USDA Representation in Israel
  Yossi Barak, Agricultural Specialist, Office of Agricultural Affairs, U.S. Embassy, Tel Aviv

- Using Ohio as a Gateway from and to the U.S. Market
  Bob Cohen, Director, International Trade Assistance Center at Braintree, Mansfield, Ohio, USA

- Ohio State Assistance to Israel Agribusinesses
  Rick Schottenstein, Managing Director, State of Ohio – Eastern Mediterranean Regional
  Office, Tel Aviv

- Establishing Strategic Collaborations with US Business Partners
  Marc Coles, Israel Consultant to the Ohio-Israel Ag Initiative, Neot Nordia

- The Ohio-Israel Agricultural Initiative as Your Link to Ohio Resources and the Ohio Market
  Sarah Horowitz, Program Director, The Ohio-Israel Agricultural Initiative of The Negev
  Foundation, Cleveland, Ohio, USA

Outcome:
3 Israeli agribusinesses interested in entering the U.S. market approached the Initiative to discuss
the possibility of entering the Ohio market (with the Initiative’s assistance) as a gateway to the
U.S. market.

3. **Trade with the U.S. Symposium - 2011**

The Initiative organized and sponsored a symposium during AgroMashov 2011. The
symposium, titled “Needs and Opportunities in Agriculture, Food and Energy in the U.S.”, was
presented at AgroMashov 2011 on 3/3/11. The symposium was attended by agriculture and
trade people from Israel and various other countries. The program covered:

- U.S.-Israel Agricultural Cooperation and International Partnerships
  Zvi Herman, Agriculture and Science Minister for the U.S., Canada and Mexico
Embassy of Israel in Washington, D.C.
- U.S.-Israel Trade Promotion and Commercial Opportunities
  Rafael Patino, Deputy Senior Commercial Officer, U.S. Commercial Service, U.S. Embassy, Tel Aviv
- Overview of Ohio Agribusiness Industry - Possible Niches for Israeli Agribusinesses
  Chris Gibbs, Chairman, Ohio-Israel Agricultural Initiative Advisory Committee; Ohio Grain and Livestock Producer, Maplewood, Ohio
- Agricultural R&D Collaboration between Israel and Ohio
  Dr. Steven A. Slack, Associate Vice President for Agricultural Research, The Ohio State University
- Aquaculture Needs and Opportunities in the U.S.
  Bob Calala, President, Ohio Aquaculture Association; Calala's Water Haven, Inc., New London, Ohio
- Alternative Energy – Products and Technologies for Agriculture and Farm Applications, and Ohio and U.S. Needs
  Karl Gebhardt, President, Gebhardt & Associates Inc., Westerville, Ohio
- Assistance to Israeli Agribusinesses by the Ohio State Office in Israel
  Rick Schottenstein, Managing Director, State of Ohio – Eastern Mediterranean Regional Office, Tel Aviv
- How to Do Business with Ohio
  Bob Cohen, Director, International Trade Assistance Center at Braintree, Mansfield, Ohio
- Establishing Collaborations with U.S. Business Partners
  Marc Coles, Israel Liaison, The Ohio-Israel Agricultural Initiative of The Negev Foundation, Neot Nordia
- The Ohio-Israel Agricultural Initiative as Your Link to Ohio Resources and the Ohio Market
  Sarah Horowitz, Program Director, The Ohio-Israel Agricultural Initiative of The Negev Foundation, Cleveland, Ohio

In addition, delegates from Ohio presented lectures in the general sessions of the AgroMashov 2011 conference, which also encouraged trade and collaboration between Israel and Ohio:

- “An Agricultural Perspective on Food Production, Sustainability and Alternative Energy in the United States”. Dr. Steven A. Slack, Associate Vice President for Agricultural Research, The Ohio State University. At the International Conference on Livestock Industries - A Marked Increase in Consumption – The Global Challenge, on 3/2/11.
- “Increasing global food supply through advanced aquaculture”. Bob Calala, President of the Ohio Aquaculture Association. At the Opening Session of the 21st AgroMashov International Conference & Exhibition - Challenges Facing Agriculture in the Shadow of the Growing Global Food Crisis and Climate Change, on 3/2/11.
- “Identifying issues and solutions to global aquaculture food supply” Bob Calala, President of the Ohio Aquaculture Association. At the International Conference on Livestock Industries - A Marked Increase in Consumption – The Global Challenge, on 3/2/11.

Delegate Dr. Steve Slack, Associate Vice President for Agricultural Research, The Ohio State University, was the invited Moderator of the “International Conference on Livestock Industries - A Marked Increase in Consumption – The Global Challenge” session on 3/2/11.
Outcome - Several people who attended the symposium and related lectures stopped by at the OIAI booth at AgroMashov 2011 to learn more about trade opportunities between Ohio and Israel.

VIII. INTERNSHIP PROGRAMS

The Initiative identified the study abroad programs of every Ohio college and university. The Ohio State University’s study abroad programs in Israel did not run for several years due to U.S. State Department travel warnings. Case Western Reserve University did not discourage interested students from studying in Israel, but made them aware of the risks and adopted a wait-and-see approach.

The Arava Institute, a regional center for environmental leadership in the Negev Desert, contacted the Initiative about possibilities for student exchanges. They offer two study tracks: undergraduate credit through the Tel Aviv University’s, Israel overseas study program, and a Joint Masters degree program with Ben Gurion University through the Albert Katz International School of Desert Studies. The Institute is also involved in research initiatives including USAID Middle East Regional Cooperation Program (MERC) grants. The MERC grants include a biodiversity study in the Arava on both sides of the border between Israel and Jordan and a germplasm exchange with a university in Morocco. They have a European Commission-funded project studying sustainable water management in the Dead Sea.

The Initiative was interested in sponsoring student internships. The most immediate student internship program that the Initiative was focusing on was the aquaculture student internship, where students from the aquaculture program at Hocking College, Ohio travel to Israel to study and have a hands-on experience in Israeli aquaculture technology. A Memorandum of Understanding for Hocking College Aquaculture Internship Program was prepared and signed.

The first two Hocking College aquaculture students went to Israel for the 2006 summer quarter. They worked in the Kibbutz Reshafim Fishery, and lived in the same kibbutz. They worked hard and learned a lot about Israel’s latest aquaculture developments. The fishery managers were very pleased with the students’ performance. The aquaculture practices that they studied in Israel could be applied in Ohio.

Based on the success of the Initiative’s first Ohio-Israel aquaculture student internship program, the Initiative had sent 3 more Hocking College aquaculture students to Kibbutz Reshafim fishery in Israel for their aquaculture internship - 2 students for the spring 2007 quarter and 1 for the summer 2007 quarter. 2 additional aquaculture Hocking College students spent the 2008 spring quarter training at Kibbutz Hazorea’s HaZorea Aquatics, working with koi fish in recirculating aquaculture systems (RAS) and goldfish in intensive, open systems. The students worked hard at the fishery and gained aquaculture work experience.

Out of the students that attended the aquaculture student internship program in Kibbutz Reshafim fishery, one graduated and got a job in an aquaculture company in Ohio, another was opening his own aquaculture facility on his Ohio farm, and another was offered to set up an aquaculture facility at his uncle’s Ohio farm. Two of the students got job offers from the Israeli Kibbutz fishery at Reshafim. One of the 2 students who trained in HaZorea Aquatics wanted to work in RAS and aquaponics. His goal was to set up an RAS and aquaponics facility in a warehouse in
Cleveland. The other student wanted to work in a fish hatchery in Ohio. His long-term objective was to open up his own Ohio fish hatchery.

The Initiative would like to expand its Israel internship program to cover other fields of study, such as animal science and horticulture. The Initiative received positive feedback from OSU, OARDC, and ATI regarding their involvement in the planned programs. The Initiative was actively looking for students and Ohio professionals for the Israel internship program through presentations and promotions at universities, meetings, and tradeshows, and received several inquiries.

The Initiative worked with Wright State University Lake Campus, OH, in developing a framework for an International Agriculture program to include 2 courses and a field trip of the Ohio students to Israel to learn Israeli agriculture technologies, which would be reciprocated by a field trip of Israeli agricultural students to Ohio. The Initiative helped Wright State University Lake Campus in applying for a grant to support this program. Wright State University Lake Campus did not receive the funding, but is still hoping to be able to execute this plan in the future. Once funding is available, the Initiative plans to get involved in this program.

IX. PUBLIC RELATIONS

The Initiative applies public relations methods to increase visibility of its program and activities in both Ohio and Israel, to enhance understanding of agricultural and technological opportunities in both regions, and to promote trade and job creation. This is achieved through the distribution of written material and brochures, issuing press releases for the U.S. and Israeli media, giving presentations and publishing articles.

A. Promotional Materials about the Initiative

The Initiative produced a promotional brochure describing (in English and Hebrew) the program’s mission and activities in both Israel and Ohio. The brochure has been distributed at all the public activities that the Initiative is involved with, including tradeshows, exhibitions, and meetings.

B. Articles in the U.S. and Israel Media about the Initiative

Numerous articles have been published about the Initiative and its activities in printed newspapers and electronic newsletter in the U.S. and Israel. These articles include news about the various projects, missions, R&D activities and tradeshows that the Initiative has conducted and participated in. More articles will be published in the future, as the Initiative continues with its various projects and activities. The articles are stored at the Initiative’s office, and a list of all publications is being kept and updated.

C. Invited Lectures about the Initiative

The Initiative responds to requests to present an overview of its activities and supply information about trade opportunities between Ohio and Israel at meetings, tradeshows, and conferences in Ohio and in Israel.
Ohio-Israel Agricultural Initiative - Accomplishments and Future Plans

Updated May 18, 2011

The Negev Foundation, working with government, academic, business entities, and growers in Ohio and Israel, launched an effort in 2003 to improve agricultural ties between the two regions. This effort culminated in establishing The Ohio-Israel Agricultural Initiative (OIAI) of The Negev Foundation in June of 2004. Many projects have been developed as a result. The following is a list of some of OIAI’s accomplishments and future plans. OIAI received $85,000 in funding from The State of Ohio in FY2004, FY2005/2006, FY2007/2008 and FY2008/2009 each in the form of an earmark in the ODA budget. We hope to continue working with ODA and to receive further support for our activities.

Export of Ohio products to Israel

Objective
To enhance economic opportunities for Ohio farmers and manufacturers.

Actions
- Ralston, a cereal producer with a manufacturing plant in Lancaster, OH, has been exporting six lines of breakfast cereal to Israel through Israel’s A.D.A. Food Imports and Marketing, Ltd. The first order totaled $300,000 (2008). A.D.A. is also importing from Ralston health foods such as snacks, bars, and energy nutrition, and is looking to expand their scope of their imported health food products. A.D.A. declined to disclose information about the scope of their past and present purchases (5/3/11).
- YZ Enterprises, Inc. of Maumee, OH, the producer of Almondina Cookies, exported $40,000 worth of their products to Israel (via Israel’s BlueSquare supermarket chain and American Quality Products, Ltd.), and is currently looking for a niche market distributor in Israel to export their original and specialty products. In May 2011, YZ Enterprises shipped 1-2 pallets of Almondina cookies to Gabi Swisa of Spets Industries in Israel as an initial order, to sell in Tiv Taam Supermarkets Chain (non-Kosher chain), Eden Teva Market (organic supermarkets chain) and other stores.
- Sure to Grow/6062 Holdings, LLC found a distributor and exported $2,000 worth of their synthetic hydroponic plant growth substrate to Israel.
- $240,000 worth of Ohio organic spelt grown by Dean McIlvain, Twin Parks Organic Farm, West Salem, OH, was exported to Israel in 2007. $40,000 worth of organic spelt was exported by Twin Parks Organic Farm to Israel in April/May 2011. Dean McIlvain was a participant in the Initiative-sponsored Ohio agricultural tour of Israel, and started his exports to Israel upon his return from the mission.
- Solbar, an Israeli company that is the world’s third largest producer of soy protein, purchased $5 million worth of soybeans from Ohio producers in 2006. The amount of soybeans purchased by Solbar from the U.S., and consequently the amount of soybeans purchased from Ohio, increases each year.
- Kinetico Inc. of Newbury, OH, a manufacturer of water treatment equipment, sold $120,000 worth of water softeners and reverse osmosis equipment to Global Environmental Solutions Ltd. (GES) of Akko, Israel and signed a 3-year contract with them (May 2010).
- CBI exported green coffee to an Israeli distributor (as a result of IsraFood 2004).
- The pet food manufacturer Bil-Jac Foods of Medina, OH, which the Initiative has encouraged to export to Israel in past years through various trade opportunities, is currently exporting up to 12-
14,000 lb loads of pet food per year to Israel, with Israel being its fastest growing market (2011).

- The Ohio pet food manufacturer IAMS Company, which the Initiative has encouraged to export to Israel in past years through various trade opportunities, is currently exporting cats and dogs pet food to Israel via an exclusive distributor (2011).
- Al-Nal Import and Marketing Ltd., a cattle trading company interested in importing feeder calves to Israel and the Palestinian Authority, has made tentative agreements with Ohio cattle farmers & cattle cooperatives to export feeder calves to Israel.
- The Initiative has been helping with the efforts to lift Israel’s BSE ban on beef & live cattle export to Israel.
- The Initiative has been working towards setting up an Ohio kosher slaughtering & processing facility to sell Ohio prime and low grade beef.

Import of advanced agricultural systems and other products from Israel to Ohio and Israeli companies presence in Ohio

Objective
To bring advanced Israeli agricultural technology to Ohio for more efficient farming and added value products and to establish Ohio manufacturing plants and companies using Israeli technology to add jobs in Ohio and enhance market access for Israel.

Actions
- Tefen found an Ohio distributor and has filled several orders worth hundreds of dollars for their fertilizer injectors.
- Pelemix identified potential Ohio distributors and a potential soil-mixing company as a client for its soil-less coco coir-based plant growth substrate, and is currently in negotiations with them to supply Pelemix’ products to Ohio farmers and nurseries (Jan. 2011).
- Autentica/Bactochem Ltd., which developed a DIY genetic traceability molecular kit and software that provides a genetic tool for parenthood authentication in cattle and for increased food safety in beef products, is in discussions with Ohio cattle breeders & farmers and cattle associations towards testing and implementing this product in Ohio (March 2011).
- Hazorea Aquatics, a Koi growing and exporting company interested in setting up a closed aquaculture Koi production system joint venture using their technology and an Ohio farm’s established distribution system to sell the Koi in the U.S., identified two potential Ohio aquaculture farms that are interested in such collaboration, and are pursuing the opportunity (January 2011).
- Amiad Filtration Systems, a company that manufactures water filtration systems for agriculture, identified potential distributors and clients.
- Diversified Imports DIV Company Inc. that supplies air ventilation equipment to the greenhouse industry identified potential distributors and clients.
- The efforts of the Initiative and OSU South Centers in training Ohio farmers and showcasing 10 Israeli companies that offer horticulture products (e.g., water treatment, filtration, meters, valves, flow control, and management; drip & micro-irrigation; fertigation; climate control; and plant growth substrates), resulted in enhanced familiarity of Ohio farmers with such products. This would lead to more sales for the Israeli companies. In addition, it would benefit Ohio farmers and give them an economic advantage through enhanced efficiency of water usage, reduction of fertilizers usage, elimination of water runoff and ground water contamination, and better production and yield.
• OIAI was instrumental in the inception of setting two Ohio marketing and distribution companies (KHV Aquaculture Vaccines USA, Inc. and Kovax USA, Inc.) for Israeli-developed fish vaccines aimed at protecting fish in Ohio and neighboring states from pathogenic viruses, with the potential of manufacturing the vaccine in Ohio.

• Hishtil’s sales have increased in the past year (Jan. 11). Hishtil was presented at FSR10 and promoted by OIAI.

• Starting on 7/12/2011, S.A.E. Afikim (Afimilk) will operate an Ohio-based company, S.A.E. Afikim USA, Inc., with offices, a warehouse, and a logistics and distribution center in Massillon, OH. S.A.E. Afikim USA Inc. engages services of another Massillon, OH company, and is hiring 5 additional reps for the U.S. $4 Million/year worth of Afimilk merchandise will be passing through Ohio (4/11/11). The Initiative served as a good resource for Afimilk in Ohio, promoted the company in 6 Ohio tradeshows, and showcased their products to Ohioans who participated in Initiative-sponsored missions to Israel.

• OIAI is in the process of introducing to Ohio Israel’s Smart Calf Nursing Stations (SNS) for improved calf nursing efficiency.

Conducting professional and trade workshops in Ohio

Objective
To help Ohio farmers and food manufacturers understand the advantage of using Israeli advanced technologies, products, and kosher certification in developing added value products and expanding market exposure

Actions and future plans
• The Initiative and Israeli company reps gave presentations about Israeli drip irrigation and horticulture technologies & products and assisted in 11 OSU Extension workshops for Ohio farmers at OSU South Centers, Piketon (2 in 2008, 3 in 2009 and 6 in 2010). Several more workshops will be presented in 2011. In addition, the Initiative supported the construction & expansion of a drip irrigation and horticulture training and demonstration unit at OSU South Centers, where products of 10 Israeli companies are showcased.

• The Initiative presented two, half-day Kosher Food Certification and Marketing seminars in Cleveland and Columbus in November 2006. The objective of these seminars was to explain the kosher certification process and requirements to Ohio food manufacturers and producers interested in having their products become kosher certified and the marketing techniques that can help companies tap into the kosher market and increase profits. At least 1 company made its product Kosher certified following the workshop and 1 is in the process of doing so. The Initiative has also been assisting other Ohio food producers in obtaining Kosher certification information on an ongoing basis.

• The Initiative and a Pladot company Rep presented 4 workshops on mini-dairy processing (1/25/06 at OARDC, 1/25/06 in Wooster, 1/26/06 at the North Central Ohio Dairy Grazing Conference in Wooster, and 3/27/07 in Shiloh) to inform dairy farmers of the Israeli technology of on-site milk processing for added value.

• The Initiative team presented 5 seminars on doing business with Israel (7/27/06 “Target” in Mansfield, 6/5/09 in New Philadelphia, 6/26/09 in Ashland, 10/16/09 in Lorain, and 4/8/11 in New Philadelphia), and will present one on 6/24/11 in Ashland.

• The Initiative gave a presentation about trade opportunities for Ohio food producers with Israel and kosher certification at the 3/25/10 ODA Export Resources Seminar in Reynoldsburg, at the 6/24/09 Export Education Seminar in Cleveland, organized by the Food Export Association of
the Midwest USA and ODA, and at the 12/7/10 Food Export Seminar, Reynoldsburg, OH, organized by ODA and the Midwest Food Export Association. The Initiative will participate in the 6/16/11 Food Export Seminar “Prepare for Export Success” in Columbus, OH, which is organized by ODOD and the Food Export Association of the Midwest.

- The Initiative organized a Food Security workshop and an Agriculture Biosecurity workshop at ODA and OSU on 1/24-26/05.
- The Initiative held two aquaculture workshops in conjunction with the Ohio Aquaculture Association at OSU’s Piketon and Columbus campuses, featuring Mega-Flow technology (July 2004). In addition, two workshops on Israeli aquaculture were presented at the Farm Science Review agricultural tradeshows in London, OH in September, 2004.
- The Initiative gave presentations about the Israel student internship program to Ohio college students interning at OSU’s Ohio Agricultural R&D Center, Wooster (7/09, 7/10).

**Conducting trade workshops in Israel**

Objective
To help Israeli agribusinesses and food manufacturers enter the U.S. market using Ohio as a gateway.

Actions and future plans
- The Initiative organized a symposium in Israel on tools & means for developing Israel-US agribusiness export/import, with presentations by reps from the USDA, U.S. Commercial Service, ODOD, Braintree, and the Initiative, in conjunction with AgroMashov 2010 (1/13/10).
- OARDC Director and Ohio Aquaculture Association President presented invited lectures in AgroMashov 2011 conferences on behalf of the Initiative. They included Ohio R&D and economic opportunities in their presentations (3/2/11).

**Participation in tradeshows and conferences representing Ohio companies and products in Israel and Israeli companies and products in Ohio**

Objective
To provide market exposure to Israeli and Ohio companies in order to increase sales

Actions and future plans

**Presenting Israeli companies and opportunities in Ohio**
- OFA Tradeshow (7/08, 7/09, 7/10 - presented 3 Israeli companies. OFA 2011 - Currently recruiting Israeli companies for OFA 2011 – 4 Israeli companies have already signed up.)
- North Central Ohio Dairy Grazing Conference, Wooster, OH (1/06)
- Central Environmental Nursery Tradeshows (CENTS) organized by ONLA (Ohio Nursery & Landscape Association), Columbus, OH (1/09, 1/11 – presented 13 Israeli companies)
Ohio Produce Growers and Marketing Association (OPGMA) Tradeshow, Sandusky, OH (1/09, 1/11 - presented 17 Israeli agribusinesses)

Ohio Farm Bureau Federation (OBF) Annual Meeting and Tradeshows/Hospitality Corner (11/05, 11/06, 11/07, 12/08, 12/09, 12/10)

Ohio Aquaculture Association (OAA) Annual Meeting and Tradeshows (12/05, 2/07, 12/07, 1/09, 2/11 – presented 1 Israeli company)

Ohio Seed Improvement Association (OSIA) Annual Conference “Ohio Certified Seed Growers’ School” (1/09)

Annual Stinner Summit, by Agroecosystems Management Program of OSU/OARDC, Malabar Farms, Lucas, OH (10/09)

OSU Renewable Energy Workshop by the OCAMM Program at the School of Food, Agricultural, an Biological Engineering of OSU/OARDC, Wooster, OH (11/09, 11/10)

Ohio Food Industry Expo (2/11 – presented 1 Israeli company)

Scarlet, Gray and Green Fair at OSU/OARDC (4/11)

Representing Ohio companies and opportunities in and to Israel

IsraFood (2004 – 12 Ohio food companies represented, 2005 - 5 Ohio companies represented) (as a result of IsraFood 2004, Almondina started exporting almond cookies to Israel through Blue Square supermarket chain and CBI received an order for green coffee from an Israeli distributor)

Shufersal supermarket chain’s American Month in Israel (7/07) – 3 Ohio food companies represented during the selection stage (Ralston received orders through Israel’s A.D.A. Food Imports and Marketing, Ltd., YZ Enterprises, Inc. received orders through Avi Zinger, American Quality Products)

Blue-Square Co-Op supermarket chain American Health Food products promotion in Israel (Fall 2007 - recruited 2 Ohio food companies and presented them to the Israeli organizers. This gave the Ohio companies an opportunity to enter the Israeli food market).

Israel Aquaculture Association Annual Conference (3/06, 2/07, 3/08)

Agritech 2009 International Tradeshows, Israel (5/09 - presented 27 Ohio companies, associations, and organizations in an Ohio booth)

AgroMashov International Tradeshows, Israel (1/10 – presented 8 Ohio agribusinesses in an Ohio booth, 3/11 – presented 6 Ohio companies in an Ohio booth)

Arava MoPatuach Tradeshows, Israel (1/10, 1/11 – promoted 2 Ohio companies)

Israeli food buyer in Buyers Mission to Ohio (7/07 – Avi Zinger, 11 Ohio food producers met with the buyer, 7/09 - Uzi Peretz, 16 Ohio food producers met with the buyer, 7/11 – Gabi Swissa -The Initiative will help recruit Ohio food producers interested in meeting with the Israeli buyer towards export to Israel).

Internship programs

Objective
To train Ohio students and professionals in advanced agricultural technologies, preparing them to enter or stay in the job market with better skills

Actions and future plans

Aquaculture training in Israeli Kibbutzim Fisheries for students from Hocking College’s (Nelsonville, Ohio) Fish Management & Aquaculture Program. A total of 7 students
participated in this ongoing program, and as a result some of these students have been working in Ohio aquaculture facilities upon graduation.

- Jan. 2012 – Abbe Turner of Lucky Penny farms and creamery plans to go to Israel to be trained at a dairy goat & sheep farming and cheese production facility (planned)

**Conducting missions of agriculture experts between Ohio and Israel**

**Objective**
To exchange technical knowledge between professionals in both regions and enhance trade opportunities

**Actions and future plans:**

**From Ohio to Israel**
- Feeder Calf mission (02/04) – Exploratory mission towards export of feeder calves from Ohio to Israel – 10 participants (SNS project resulted from this mission)
- Cattle Genetics missions (9/05, 12/06) - Dr. Fernando Silveira and Gene Steiner
- Aquaculture mission (12/05) – Jim Zehringer, Shawn McWhorter, Dr. Dave Smith (R&D, collaboration, and technology transfer)
- Green Industry mission (03/08) – 9 participants from Ohio Extension and the industry
- Dairy Industry mission (05/08) – 5 participants from Ohio Extension
- Agritech trade mission (5/09) – 3 participants
- AgroMashov trade missions (1/10 – 6 participants, 3/11 – 9 participants)
- Arava Mopatuch (1/10 – 1 participant, 1/11 – 2 participants)
- Ohio legislators trade mission to Israel (5/10 - 5 participants, including 3 State Reps and 1 State Senator – handled the Ag portion of the trade mission)

**From Israel to Ohio**
- Biosecurity delegation – Prof. Yitzhak Hadar, Environmental Quality Sciences, Jerusalem and Mordechai Cohen, Ag & Science Attaché for the US, Canada & Mexico, Embassy of Israel, Washington, DC – Jan. 24-26, 2005 - 2 participants
- Cattlemen delegation - April 2005 - A trade, fact-finding mission of 19 Israeli cattlemen by the Israeli Beef Breeders Association. The visit gave potential Israeli buyers a better understanding of the U.S. and Ohio beef and dairy cattle production systems, live cattle export processes, and animal health issues
- Cattlemen delegation - June 2005 – A delegation of Israeli cattlemen and veterinary officials, headed by Dr. Chaimovitz, Director, Israeli Veterinary Services and Animal Health, toured Ohio (and other states) to find out the status of BSE in the U.S., discuss import of beef and live calves to Israel and possible collaboration between the U.S. and Israel in dealing with biological terror in animals and food – 5 participants
- Gilboa Cattle Ranch owner – Initial visit (July 2006) and follow up visit (March 2007) towards importing from Ohio. Another visit is being planned.
- Cattle expert - January 2006 - Benny Sharir, DVM, Large Animal Veterinary Surgeon, Hachaklait, Mutual Society for Cattle Veterinary Services in Israel – tour of cattle farms in OH
- Aquaculture – Chief Israel Aquaculture Extension Person (Yitzhak Simon) and Israel’s Agriculture Research Organization (ARO)’s Dr. Ilan Halachmi – Aug. 06
- Aquaculture – July 2010 (2 delegates - Chief Israel Aquaculture Extension Person (Yitzhak Simon) and Director of the Dept. of Fisheries & Aquaculture, Israel Ministry of Agriculture & Rural Development (Chaim Anjioni)
- Robotic Milking - Dr. Ilan Halachmi, Agriculture Research Organization (ARO) - Aug. 06
- Israel’s Tnuva Kosher Slaughterhouse Chief Vet Inspector (Dr. Khaliq) – May 07
- Buyers mission to Ohio (with ODA) (07/07) – Avi Zinger, American Quality Products, Yavne, Israel, who is a major Israeli importer, interviewed 11 Ohio food producers for possible export to Israel
- Buyers mission to Ohio (with ODA) (07/09) – Uzi Peretz, Israeli buyer for Shufersal, interviewed 16 Ohio food producers for export to Israel
- Buyers mission to Ohio (with ODA) (07/11) – Currently identifying the Israeli buyer to participate in this mission.
- Israeli water expert (11/07) – Shimon Tal of STAL Consulting
- Israeli dairy genetics expert (11/07) – David Dror, Genetic Advisor at Qualified Gene
- Israeli agriculture and rural development reporter/editor (09/07) - Ami Ruzansky, Journalist and Editor of Yevul See, Harevet VeHachalav, and Meshek HaOlot
- Extension and rural development expert (01/08) - Moshe Goren, Director General, Extension Service, Israel’s Ministry of Agriculture and Rural Development
- Israel and international agricultural trade and policies expert (01/08) – Yakov Poleg, Agricultural & Science Attaché, Embassy of Israel in Washington, D.C.
- Green industry (04/08) - 2 delegates from Israel’s Ministry of Agriculture Extension Service – Omar Zeidan, Deputy Director R&D and Director – Department of Vegetables, State of Israel Ministry of Agriculture and Rural Development Extension Service; and Shlomo Israel, Deputy Regional Director and Director of Regional Extension Service, State of Israel Ministry of Agriculture and Rural Development Extension Service Central Region
- Dairy industry (06/08) - 2 delegates from Israel’s Ministry of Agriculture Extension Service – Ran Solomon, Ruminant Nutritionist, Head - Dept Cattle Husbandry, Ministry of Agriculture and Rural Development Extension Service; and Gabriel Adin, Chief Extension Officer, Calves and Replacement Heifers, Ministry of Agriculture and Rural Development Extension Service, Dept. of Cattle Husbandry
- Agritourism (07/09) - 2 delegates - Bracha Gal, Director, Farm Management and Economic Department, Extension Services, Israel Ministry of Agriculture and Yoav Gal, Assistant Professor, Department of Economics and Management, Tel – Hai Academic College
- Cattle Trade (feeder calves) (4/10) - 2 delegates - Eyal Erlich, a cattle trader from Israel and Husni Afana, a livestock and meat trader from the Palestinian Authority
- Aquaculture – February 2011 - 1 delegate - Yitzhak Lifshitz, CEO, ConFeed
- Cattle and Beef – March 2011 - 1 delegate - AutenticA product manager, Bactochem Ltd.
- Agricultural Trade – May 2011 - 1 delegate - Zvi Herman, Agriculture and Science Minister for the U.S., Canada and Mexico, Embassy of Israel in Washington, D.C. (planned)

**Organizing agricultural and agribusiness tours for Ohioans to Israel**

**Objective**
To exchange technologies and establish contacts for further collaboration and trade

**Actions and future plans**
- Farmer to Farmer mission (2/06) – 29 participants
- Agribusiness mission (5/06) – 15 participants
- Agricultural mission (2/07) – 36 participants
- Agricultural educational tour of Israel (with OFBF) (02/08) – 59 participants
Objective
To benefit Israel and Ohio through exporting R&D products and enhancing market opportunities

Actions
- Four R&D bi-national projects were funded by the Initiative (soy saponins, greenhouse technology, plant disease bio-control, cattle genetics), which resulted in the following opportunities:
  - The research on the production of soybean specialty and health food products using soy additives resulted in a BARD funding for further R&D and potential contracting with an Ohio saponins manufacturer.
  - The research on plant disease bio-control might help in manufacturing safe pesticides.
  - The research on cattle genetics improvement may open the way to the export of Ohio cattle genetics to Israel towards potentially producing higher meat quality cattle in Israel.
  - The study on greenhouse technology may lead to the export of Israeli greenhouse technology to Ohio towards increased productivity of high-value horticultural products.

Other Activities

Building on past experience, we continue with current activities and add new projects, all aimed at enhancing and expanding economic development and trade opportunities for Ohio agribusinesses and improving productivity in Ohio’s agriculture and processed food sectors. Some of these planned activities are listed below:
- Continue with our efforts on lifting the Israeli ban on exporting feeder calves from Ohio to Israel towards export of Ohio feeder calves to Israel.
- Present more workshops and seminars, e.g., on Trade with Israel, Kosher Certification, etc.
- Facilitate opportunities for development of Ohio’s agriculture and rural development using technology from Israel (e.g., green industry, dairy, and aquaculture). Through experts’ seminars and site visits both Israel and Ohio will learn and benefit from idea sharing.
- Increase the number of Ohio food companies exporting to Israel and help maintain activities of current exporting companies.
- Organize an agricultural educational tour to Israel for Ohio farmers
- Expose more Ohio agriculture administrators, educators in academia and extension, trade associations, federal, state and local governments, and farmers to technology and expertise that Israel can offer in the agriculture and rural development sectors.
- Create trade relationships between Ohio and Israeli agricultural companies through recruiting Ohio agribusinesses to present in an Ohio booth at Israel’s agricultural tradeshows. Have an Ohio agricultural trade delegation attend the tradeshows to scout Israeli agricultural companies and introduce the Ohio ones.
- Present more Ohio agribusinesses and technologies to Israeli farmers and businesses and identify Israeli companies interested in export to the U.S. market and trade using Ohio as a gateway at conferences and tradeshows in Israel such as Arava MoPatuach, AgroMashov, AgriTech, CleanTech, and Israel Aquaculture Association Annual Conference
- Present more Israeli agriculture companies and technologies to Ohio farmers and identify Ohio companies interested in export and trade with Israel at conferences and tradeshows in Ohio such
as OFBF, OPGMA, CENTS, OAA, OFA, Farm Science Review and ODA-organized Food Export Seminars.

- Present Israeli agricultural technology in demonstration and training facilities in Ohio, e.g., set up a recirculating aquaculture for-profit demo fish farm at an Ohio aquaculture farm that can serve as a showcase and training center for Ohio farmers interested in setting up an aquaculture operation; set up a Smart Nursing Station system in an Ohio farm as a demo unit for Ohio farmers raising calves; help Autentica/Bactochem, which developed a DIY genetic traceability molecular kit and software that provides a genetic tool for parenthood authentication in cattle and for increased food safety in beef products, demonstrate the system for Ohio cattle breeders & farmers and cattle associations towards implementing this product in Ohio; expand the OSU South Centers Drip Irrigation and Horticulture Training & Demonstration Unit, and possibly add another such unit in NW Ohio. Continue with the training workshops presented at this facility; look into the possibility of setting up a demo unit of an on-farm mini-dairy facility once the dairy industry economics are right.

- Help with the efforts towards creating an Ohio-Israel bi-national agricultural R&D fund (BARD)