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THE OHIO-ISRAEL AGRICULTURAL INITIATIVE LEADS OHIO DELEGATION TO ISRAEL

The Ohio-Israel Agricultural Initiative (OIAI) of the Negev Foundation is taking a wide representation of Ohio's agricultural and agri-business experts to the prestigious AgroMashov tradeshow in Israel this March, where they will speak on their areas of expertise. The Initiative also will present a booth at the tradeshow featuring Ohio companies.

AgroMashov— www.mashov.net— is one of the largest international agriculture tradeshows in the Middle East, with 20,000 visitors expected from around the world. One focus of the tradeshow will be enhanced, sustainable production in the face of population increases and climate change.

The Ohio booth is sponsored by OIAI, with the support of the Ohio Department of Agriculture, the Ohio Department of Development's Global Markets Division, and its Eastern Mediterranean Regional Office.

“OIAI fosters agricultural trade opportunities and collaboration between Ohio and Israel,” said Sarah Horowitz, OIAI's program director, who will accompany the delegation. “Our presence at AgroMashov will help Ohio agribusinesses both with the exposure needed to attract international buyers and the opportunity to explore international markets.”

The Ohio-Israel Agricultural Initiative of The Negev Foundation is dedicated to improving agricultural trade and R&D ties between Ohio and Israel by working with growers and government, academic, and business entities in both regions. The Initiative's objectives are to foster greater collaboration between Ohio and Israeli government and research institutions, farmers, and companies; develop joint R&D and educational activities; identify agribusiness ventures based on new technologies; introduce potential investors to the region's firms; and expand commercial ties and market access in both regions.

For more information or to arrange an interview, please contact Dr. Sarah Horowitz, Program Director, Ohio-Israel Agricultural Initiative of The Negev Foundation, at (216) 691-9997 or sarah@negev.org.

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Addendum: The Ohio-Israel Agriculture Initiative (OIAI) leads Ohio delegation to Israel

The following experts will comprise the OIAI's delegation:

Bob Cohen - Director, International Trade Assistance Center at Braintree, Mansfield, Ohio, USA

Bob Calala - President, Ohio Aquaculture Association; Calala's Water Haven, Inc., New London, Ohio, USA

Chris Gibbs - Chairman, Ohio-Israel Agricultural Initiative Advisory Committee; Ohio Grain and Livestock Producer, Maplewood, Ohio, USA

Steve Slack - Associate Vice President for Agricultural Research, The Ohio State University, Wooster, USA

Karl Gebhardt - President, Gebhardt & Associates Inc., Westerville, Ohio, USA; 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, Israel

Sam Hoenig – President, The Negev Foundation, Cleveland, Ohio, USA

Sarah Horowitz - Program Director, The Ohio-Israel Agricultural Initiative of The Negev Foundation, Cleveland, Ohio, USA

Zvi Herman - Agriculture and Science Minister for the U.S., Canada and Mexico Embassy of Israel in Washington, D.C., USA

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The following companies will be presented at the OIAI booth at Agromshov 2011 tradeshow:

Gorman Rupp International

Self-priming pumps and pumping systems

www.GRpumps.com

Mansfield, OH

Prime Equipment Group

Innovative and customized processing equipment for the chicken and turkey industries

www.primeequipmentgroup.com

Columbus, OH

Kinetico, Inc.

Commercial and residential water treatment equipment

www.kinetico.com

Newbury, OH

Cequent Consumer Products, Inc.

Water-saving, biodegradable washing product for many surfaces

www.cequent-cpi.com

Solon, OH

Ricerca Biosciences, LLC

Laboratory services for global registration of agrochemicals

www.ricerca.com

Concord, OH

Swihart Sales Company

Chemical mist sprayers for agriculture

www.swihart-sales.com

Quinter, KS

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The following experts will participate in the OIAI symposium at AgroMashov 2011:

**“Needs and Opportunities in Agriculture, Food and Energy in the U.S.”
AgroMashov, Thursday, March 3, 2011, 12:00 noon – 2:00 pm
This Symposium is Sponsored by the
Ohio-Israel Agricultural Initiative of The Negev Foundation**

Marc Coles, Israel Liaison, the Ohio-Israel Agricultural Initiative of The Negev Foundation, Neot Nordia, Israel
Moderator

Zvi Herman, Agriculture and Science Minister for the U.S., Canada and Mexico, Embassy of Israel in Washington, D.C., USA
Topic: “U.S.-Israel Agricultural Cooperation and International Partnerships”

Rafael Patiño, Deputy Senior Commercial Officer, U.S. Commercial Service, U.S. Embassy, Tel Aviv, Israel
Topic: “U.S.-Israel Trade Promotion and Commercial Opportunities”

Chris Gibbs, Chairman, Ohio-Israel Agricultural Initiative Advisory Committee; Ohio Grain and Livestock Producer, Maplewood, Ohio, USA
Topic: “Overview of Ohio Agribusiness Industry - Possible Niches for Israeli Agribusinesses”

Dr. Steven A. Slack, Associate Vice President for Agricultural Research, The Ohio State University, Wooster, Ohio, USA
Topic: “Agricultural R&D Collaboration between Israel and Ohio”

Bob Calala, President, Ohio Aquaculture Association; Calala's Water Haven, Inc., New London, Ohio, USA
Topic: “Aquaculture Needs and Opportunities in the U.S.”

Karl Gebhardt, President, Gebhardt & Associates Inc., Westerville, Ohio, USA
Topic: “Alternative Energy – Products and Technologies for Agriculture and Farm Applications, and Ohio and U.S. Needs”

Rick Schottenstein, Managing Director, State of Ohio – Eastern Mediterranean Regional Office, Tel Aviv, Israel
Topic: “Assistance to Israel Agribusinesses by the Ohio State Office in Israel”

Bob Cohen, Director, International Trade Assistance Center at Braintree, Mansfield, Ohio, USA
Topic: “How to Do Business with Ohio”

Marc Coles, Israel Liaison, The Ohio-Israel Agricultural Initiative of The Negev Foundation, Neot Nordia, Israel
Topic: “Establishing Collaborations with U.S. Business Partners”

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

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The following Ohio experts will participate in conference sessions at AgroMashov 2011:

**International Conference on Livestock Industries - A Marked Increase in Consumption –
The Global Challenge
Wednesday, 3/2/11, 4:00-6:00 pm.**

Dr. Steven A. Slack, Associate Vice President for Agricultural Research, The Ohio State University, Wooster, Ohio, USA

Session Moderator

and

Topic: “An Agricultural Perspective on Food Production, Sustainability and Alternative Energy in the United States”

Bob Calala, President, Ohio Aquaculture Association; Calala's Water Haven, Inc., New London, Ohio, USA

Topic: “Identifying issues and solutions to global aquaculture food supply”

**Opening Session of the 21st AgroMashov International Conference & Exhibition -
Challenges Facing Agriculture in the Shadow of the Growing Global Food Crisis and
Climate Change**

Wednesday, 3/2/11, 8:30-11:00 am

Bob Calala, President, Ohio Aquaculture Association; Calala's Water Haven, Inc., New London, Ohio, USA

Topic: “Increasing global food supply through advanced aquaculture”