

THE OHIO-ISRAEL AGRICULTURAL INITIATIVE
of
THE NEGEV FOUNDATION
Growing Commerce between Ohio and Israel



Updated 3/25/14

Background

The Ohio-Israel Agricultural Initiative of The Negev Foundation, established in 2002, is a unique binational program linking the food and agricultural sectors of Ohio and Israel through trade opportunities, educational programs, collaborative ventures, and joint research & development. Our mission is to create new business opportunities for food producers and agribusinesses in Ohio and Israel, for the benefit of both states.

Objectives

- Expand commercial ties and market access in Ohio and Israel
- Foster greater collaboration between Ohio and Israeli government agencies, research institutions, farmers, food producers and agribusinesses
- Develop joint research and development activities

Trade Opportunities for Food Producers and Agribusinesses

- Export of Ohio products to Israel - Identify potential Israeli importers, distributors and customers, introduce Ohio products to Israeli companies which may expand their inventory options and grow sales in Israel while benefitting the Ohio producers
- Import of Israeli products to Ohio - Identify potential Ohio distributors and customers for Israeli products, including advanced agricultural systems that can improve the efficiency of Ohio farms
- Business attraction of Israeli companies to Ohio - Assist Israeli companies looking to enter the U.S. market and setting up a base of operation in the U.S. by presenting Ohio as a viable destination; provide joint venture matchmaking opportunities including Ohio manufacturing, distribution, warehouse facilities and logistics centers to facilitate access to profitable U.S. markets
- Expand markets through representation at tradeshow in both regions
- Organize trade missions to promote and facilitate Ohio-Israel export/import
- Provide personalized assistance to companies looking to expand their markets in Ohio and Israel

Educational Opportunities

- Connect institutions and individuals involved in applied research & development projects
- Conduct advanced technology and product workshops to introduce Israeli innovations to Ohio
- Organize missions to facilitate technology exchange between agriculture professionals in Ohio and Israel
- Administer internship programs in Israel for Ohio college students

Current focus

- Ohio to Israel export
- Israel to Ohio business attraction

Examples of activities and achievements

- Export of Ohio products to Israel, including cattle genetics (semen, embryos), soybeans, organic spelt, fish feed & marine salts, pet food, synthetic plant-growth substrate, water softeners & reverse osmosis equipment, and processed food (cereals, cookies, coffee)
- Contract research for Israeli companies done in Ohio, resulting in added Ohio income and jobs
- Import of advanced agricultural systems from Israel to Ohio, including drip irrigation products and water management solutions; irrigation accessory products; fertilizer injectors; water filtration systems; air ventilation, heating and dehumidification machinery for greenhouses; equipment for the poultry and swine industries; systems for livestock herd management and milking parlors; edible food-plant cuttings and flowering-plant cuttings; all-male shrimp larvae
- Attraction of Israeli companies to operate in Ohio. Past achievements include the herd management systems manufacturer Afimilk, which opened its North American headquarters, logistics center, warehouse and training center in Massillon, OH, creating new jobs and retaining others; and the Mediterranean-style cheese producer Gad Dairy, which entered into a joint venture with Bunker Hill Cheese Company and manufactures Feta-style cheeses in the Berlin, OH facility, providing additional revenue to the Ohio company and creating new Ohio jobs
- Showcasing Israeli horticulture systems (e.g., water treatment, filtration, meters, valves, flow control & management; drip & micro-irrigation; fertigation; climate control; and plant growth substrates) by 13 Israeli companies in a demonstration unit at OSU's South Centers campus in Piketon, OH. The products are presented to Ohio farmers during site visits and training workshops to help farmers enhance water usage efficiency, reduce fertilizers usage, water runoff, and ground water contamination, and realize better production and yield.
- Joint Ohio-Israel applied research, covering topics such as functional foods using soybean specialty products, plant disease bio-control, improvement of cattle genetics, and greenhouse technology
- Participation in tradeshow, presenting Ohio companies and products in Israel and Israeli companies and products in Ohio
- Facilitating trade missions and buyers missions to Israel and Ohio for export/import opportunities
- Conducting missions of agriculture experts between Ohio and Israel, to exchange technical know-how between professionals in both regions, e.g., in horticulture, green industry, dairy, slaughtering, agricultural economics, water management, and extension service.
- Conducting workshops in Ohio about aquaculture, mini-dairy processing, kosher certification, drip irrigation, and more
- Organizing agricultural and agribusiness trips (agro-tourism) for Ohioans to Israel
- Student internship programs, where a total of 7 Ohio college students were trained in Israel in aquaculture

Support

Support for the Ohio-Israel Agricultural Initiative has come from The Negev Foundation, USDA, Israel and Ohio county, city and state governments, various agricultural trade associations, and private individuals.

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