



SESSION FIVE

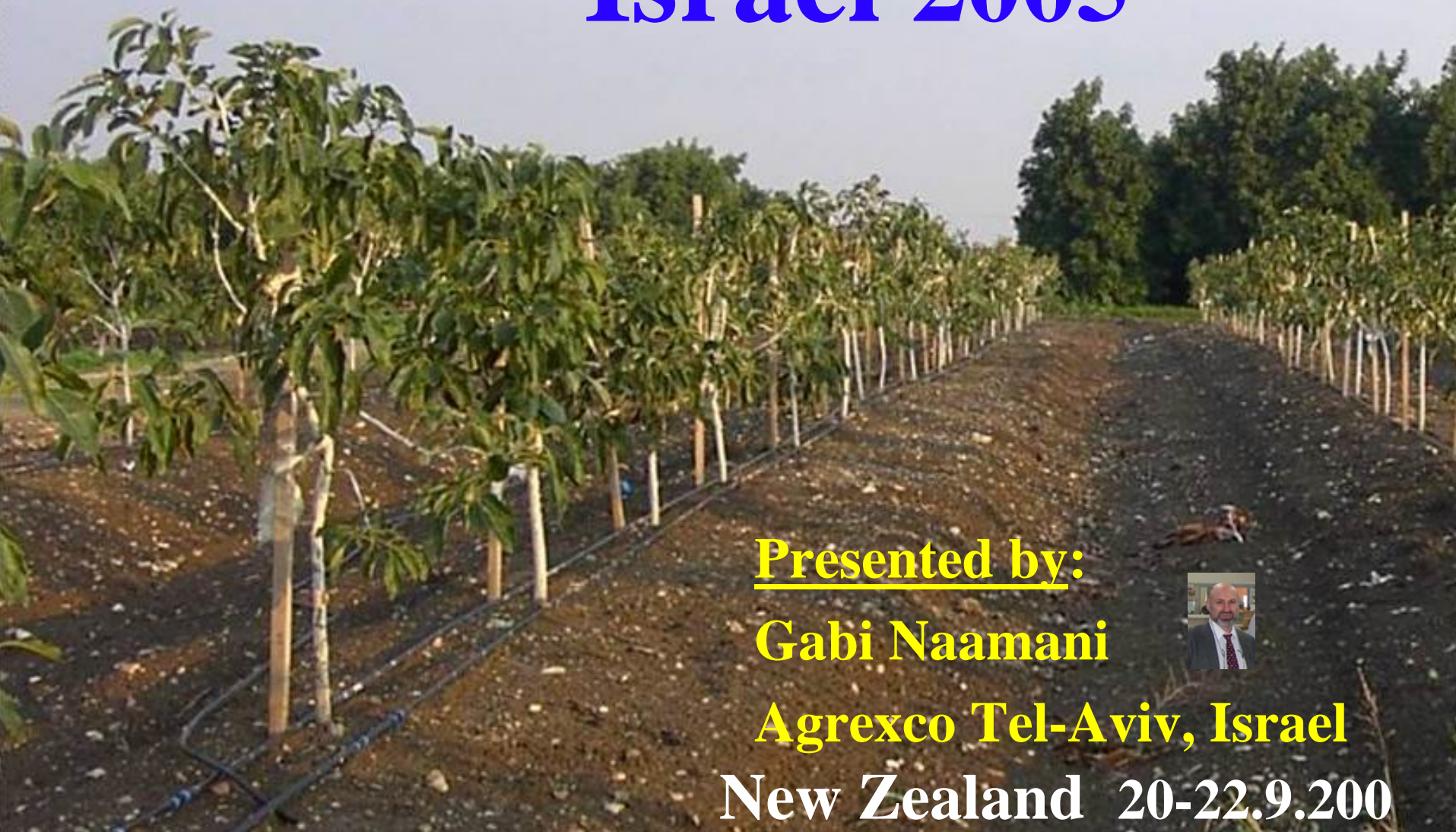
Session Five

Competing in a global world: a series of presentations by AMAPWG member delegates

New Zealand and Australia Avocado
Grower's Conference'05
20-22 September 2005
Tauranga, New Zealand

Avocado perspective

Israel 2005



Presented by:

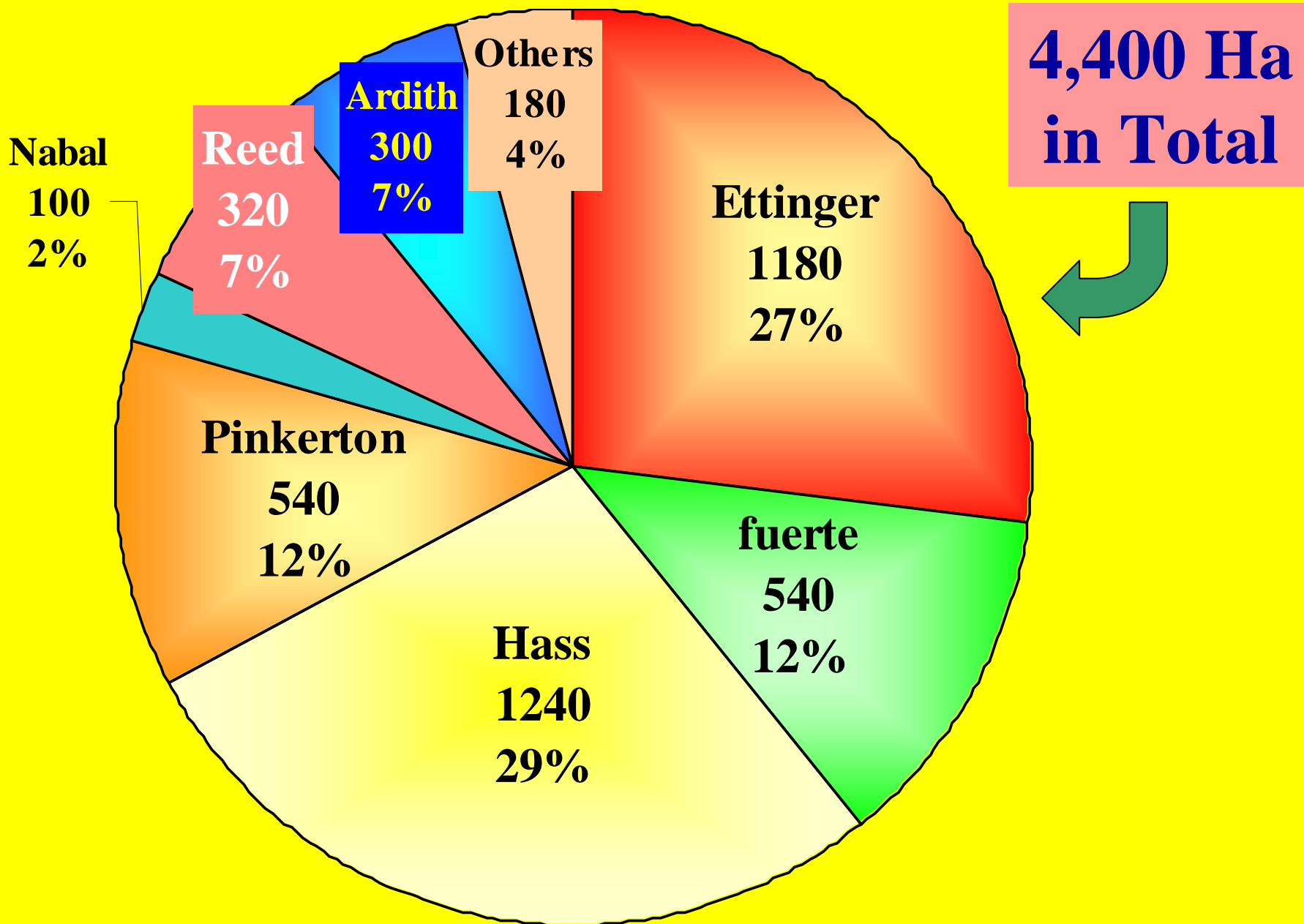
Gabi Naamani



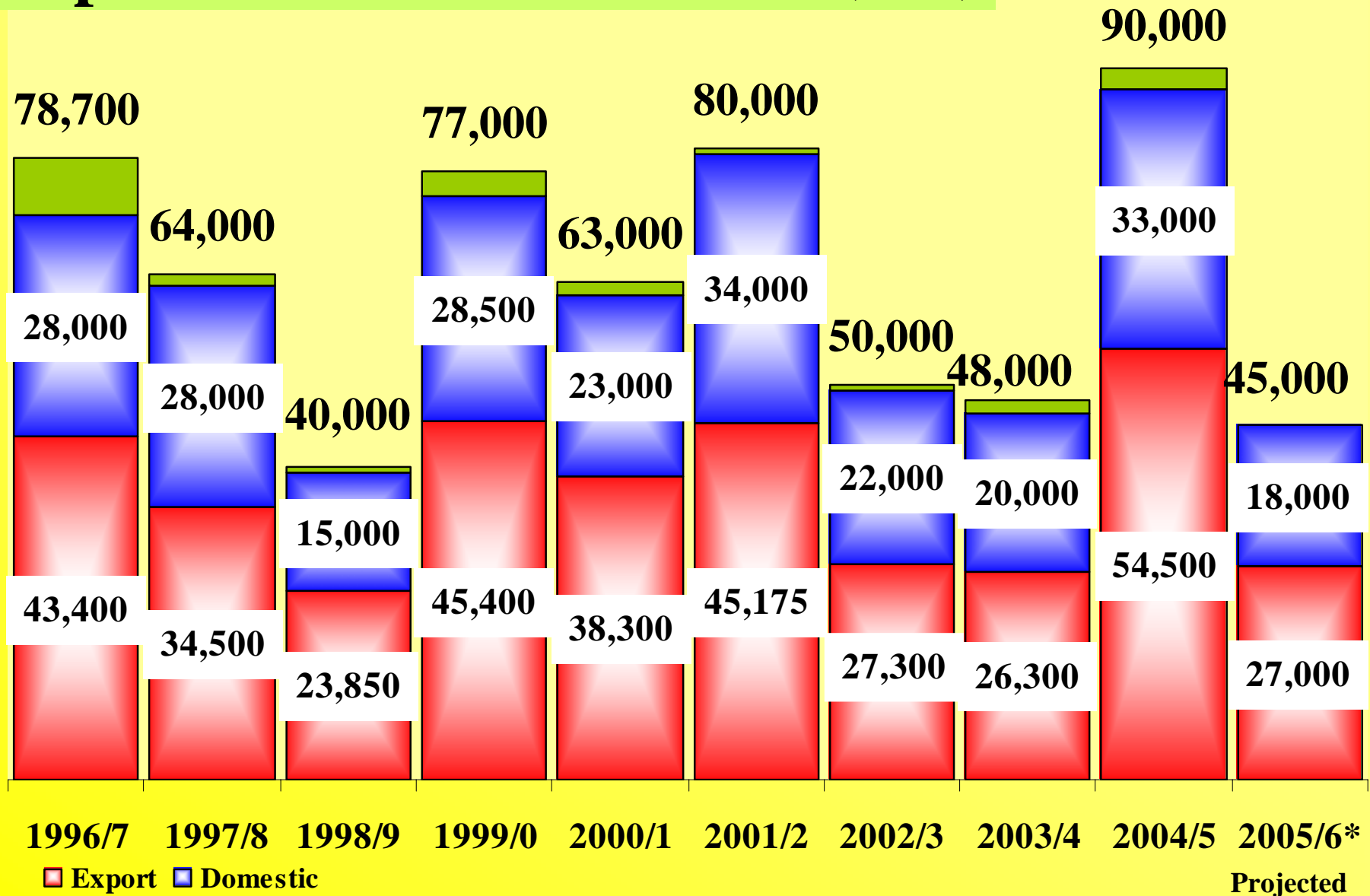
Agrexco Tel-Aviv, Israel

New Zealand 20-22.9.200

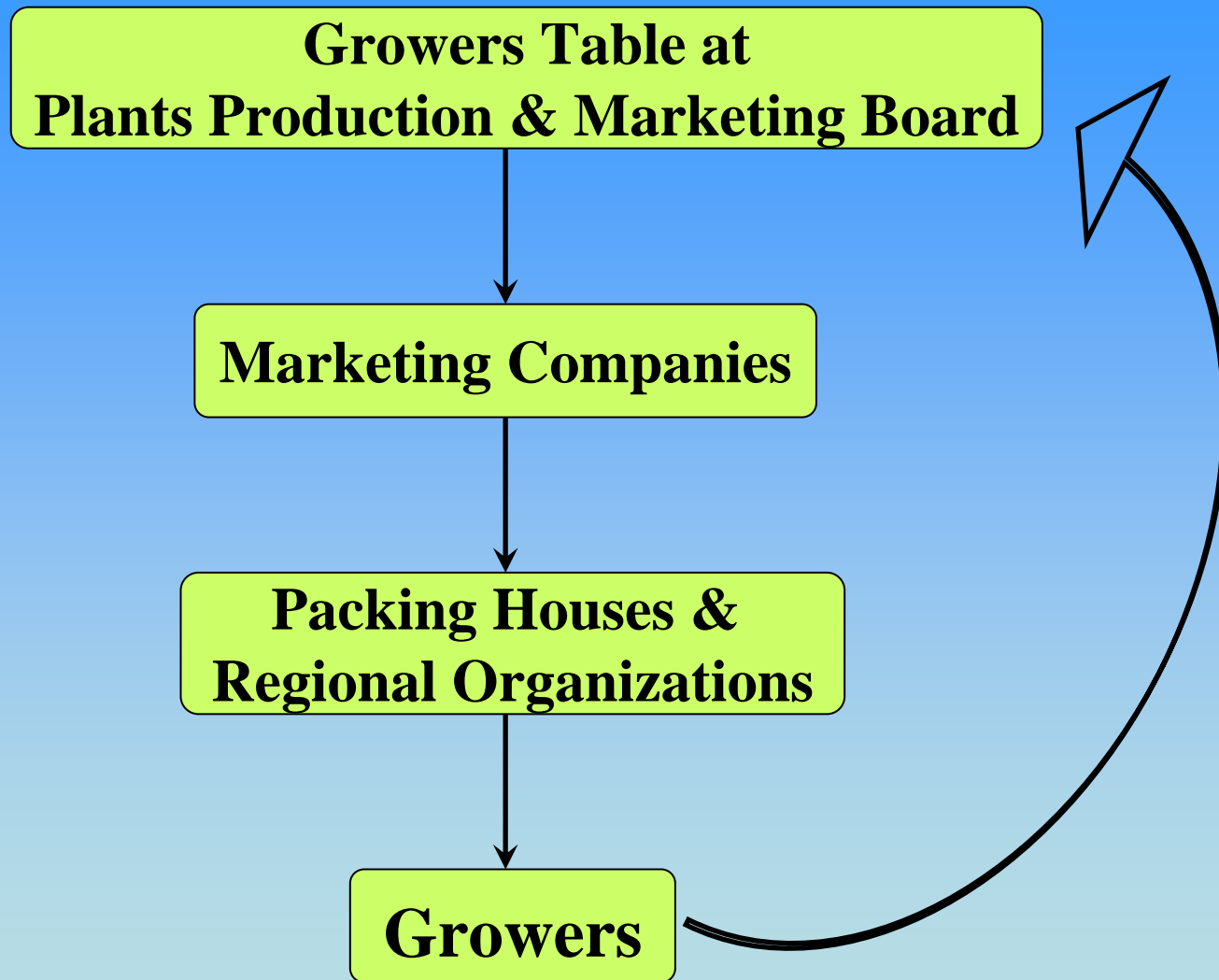
Avocado area in Israel (in Ha and %)



Israeli Avocado along a decade - Export & Domestic markets (Tons)

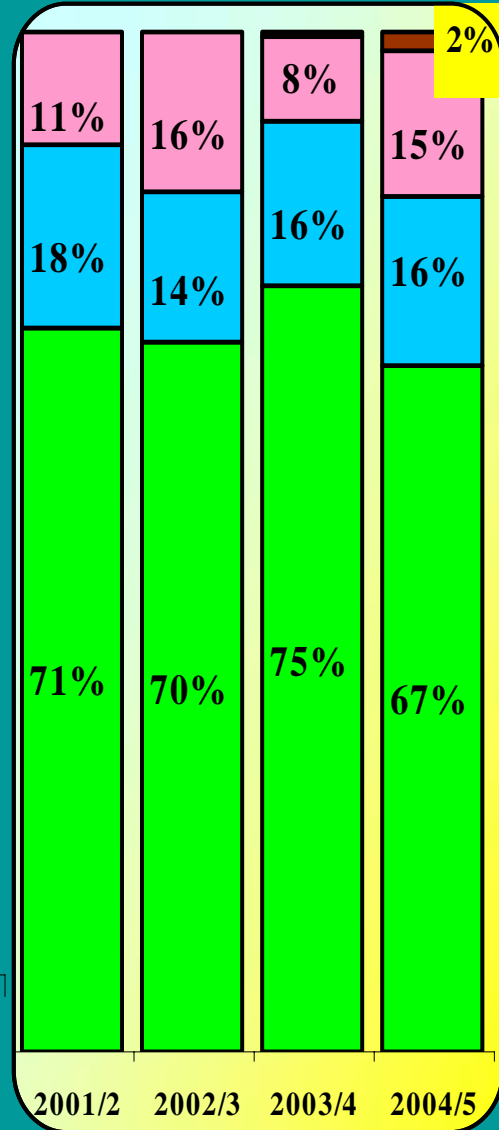
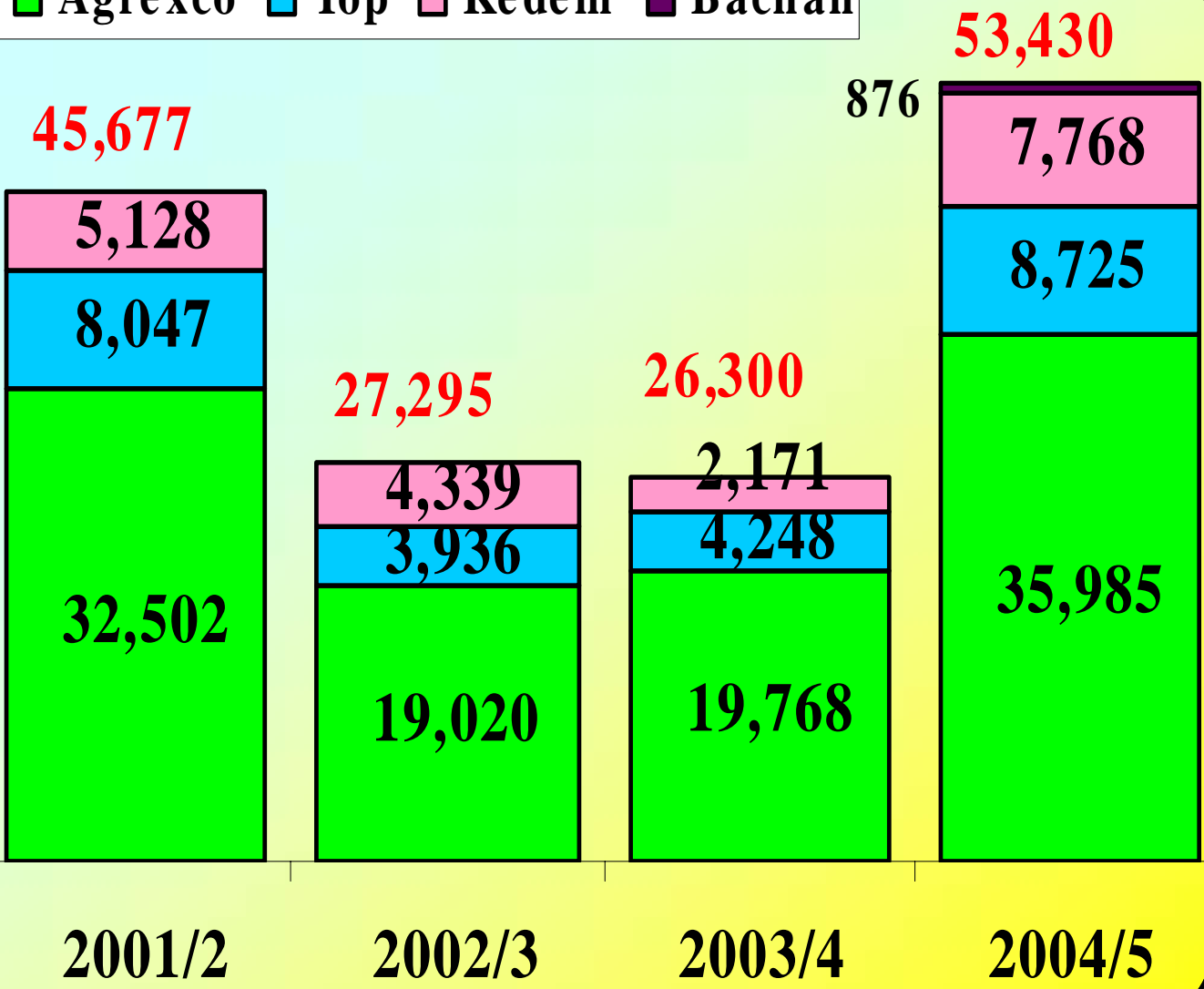


Avocado Industry Structure

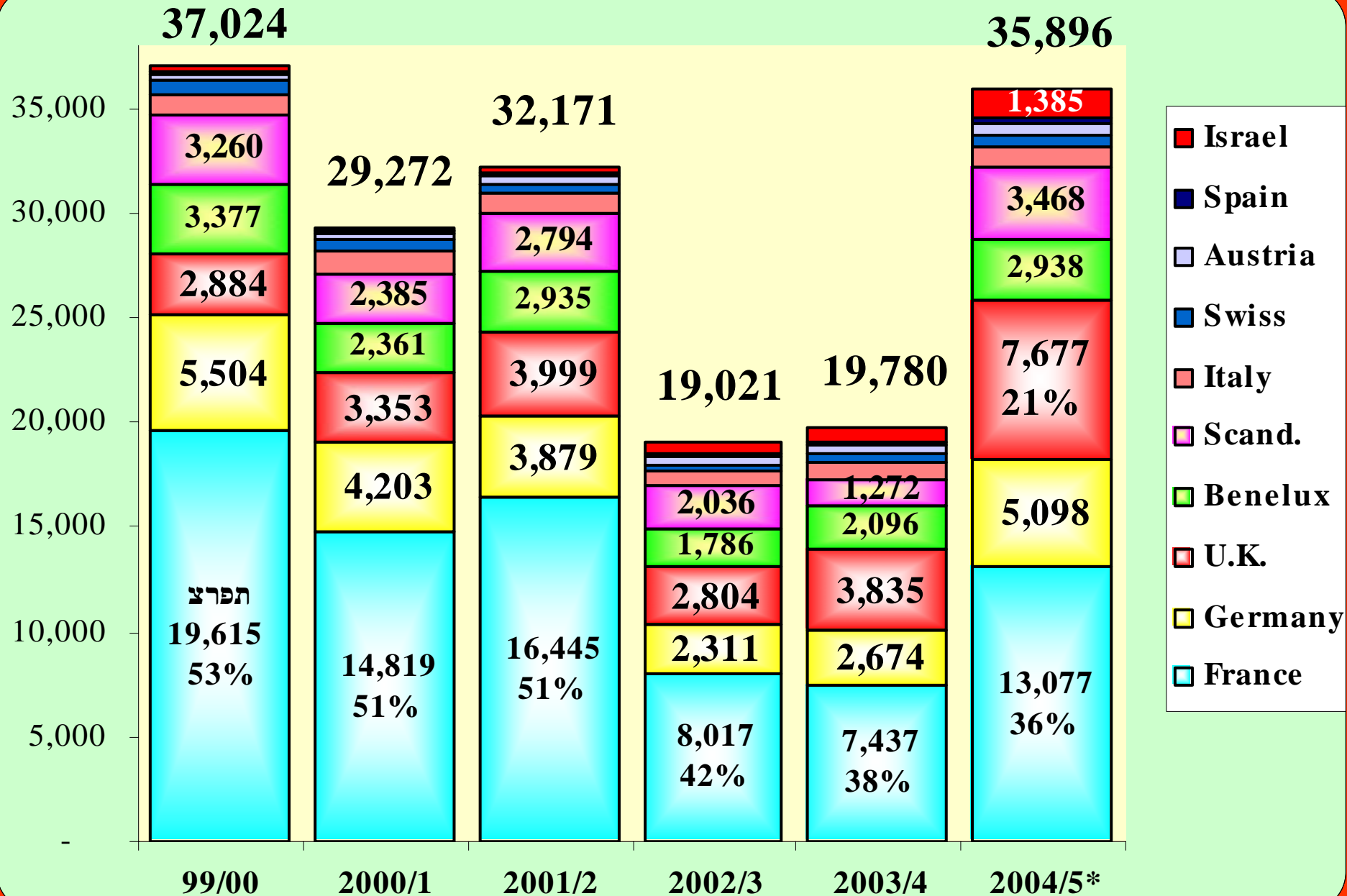


Israeli export – by exporters (tons & %)

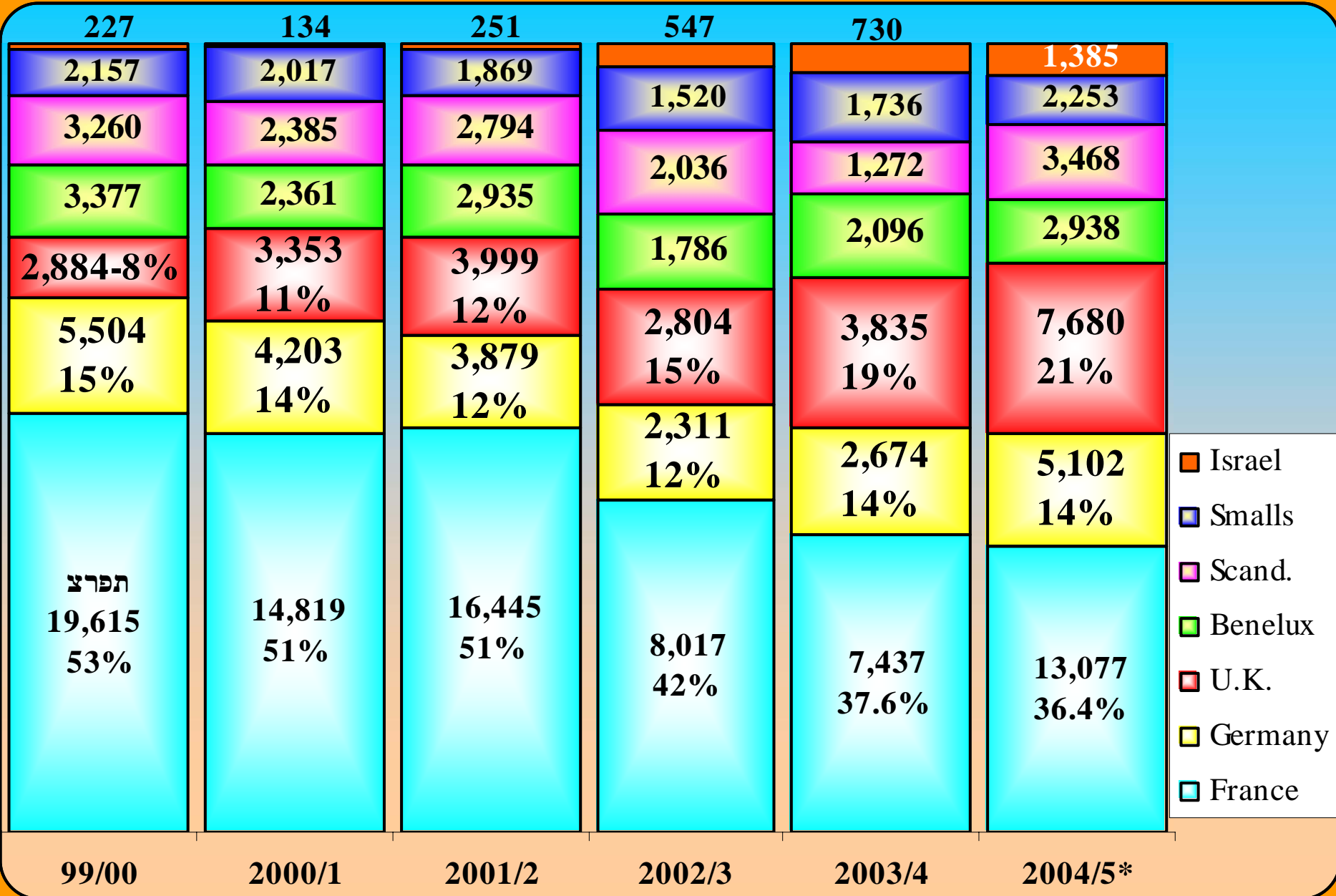
■ Agrexco
 ■ Top
 ■ Kedem
 ■ Bachan



Agrexco Branches sales (tons)



Branches share - (%) - מכירות סניפים

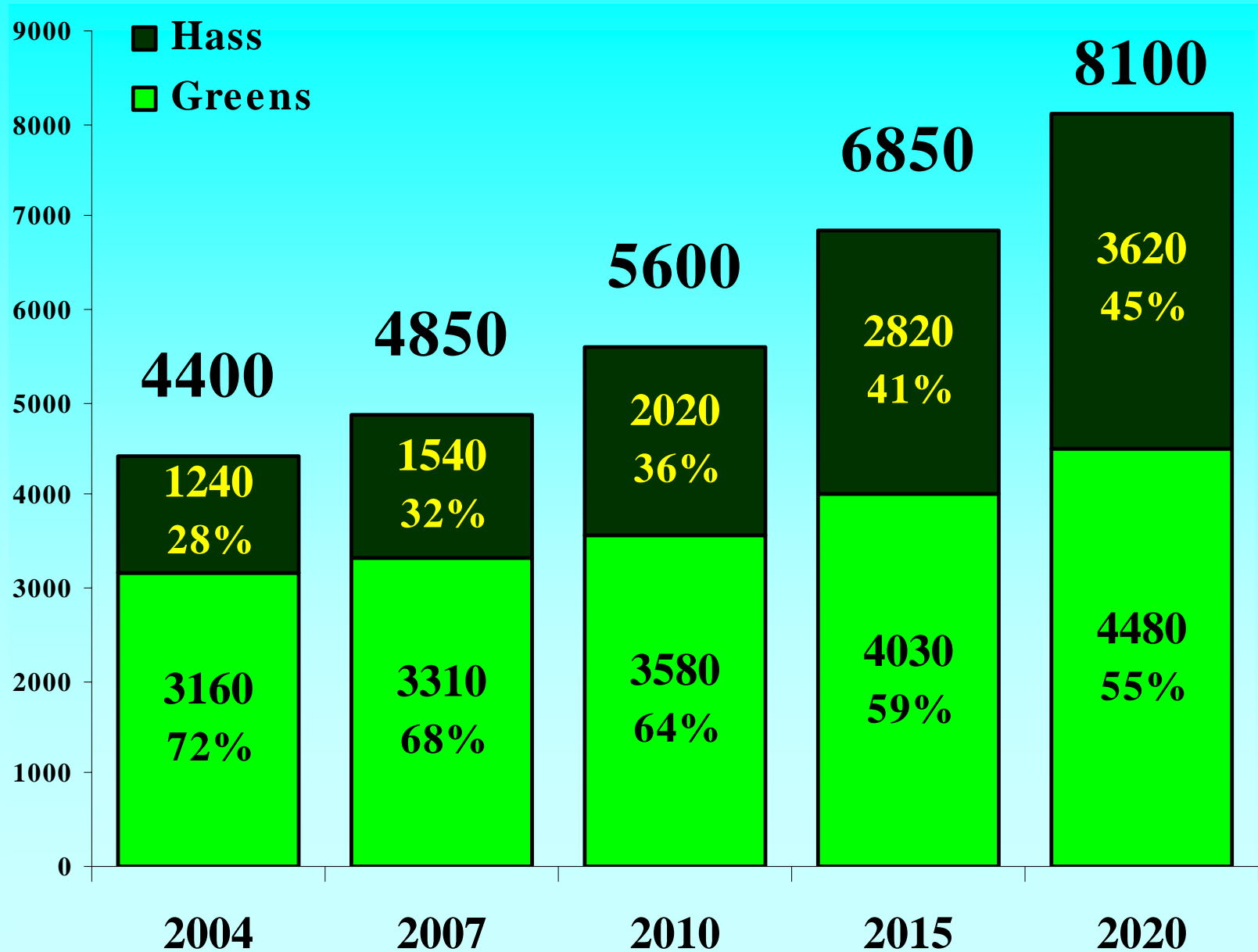




Avocado in Israel

Future View

Forecast of Avocado plantations (in Ha)



Yearly planting prospect

2005-2007 – 250 Ha per year

2007-2010 – 350 Ha per year

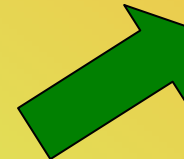
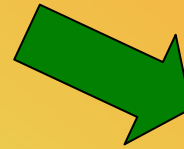
**Pace is restricted by lack of plants
(+/- 100 Ha per year of uprooting)**

New plantations - 65% Hass



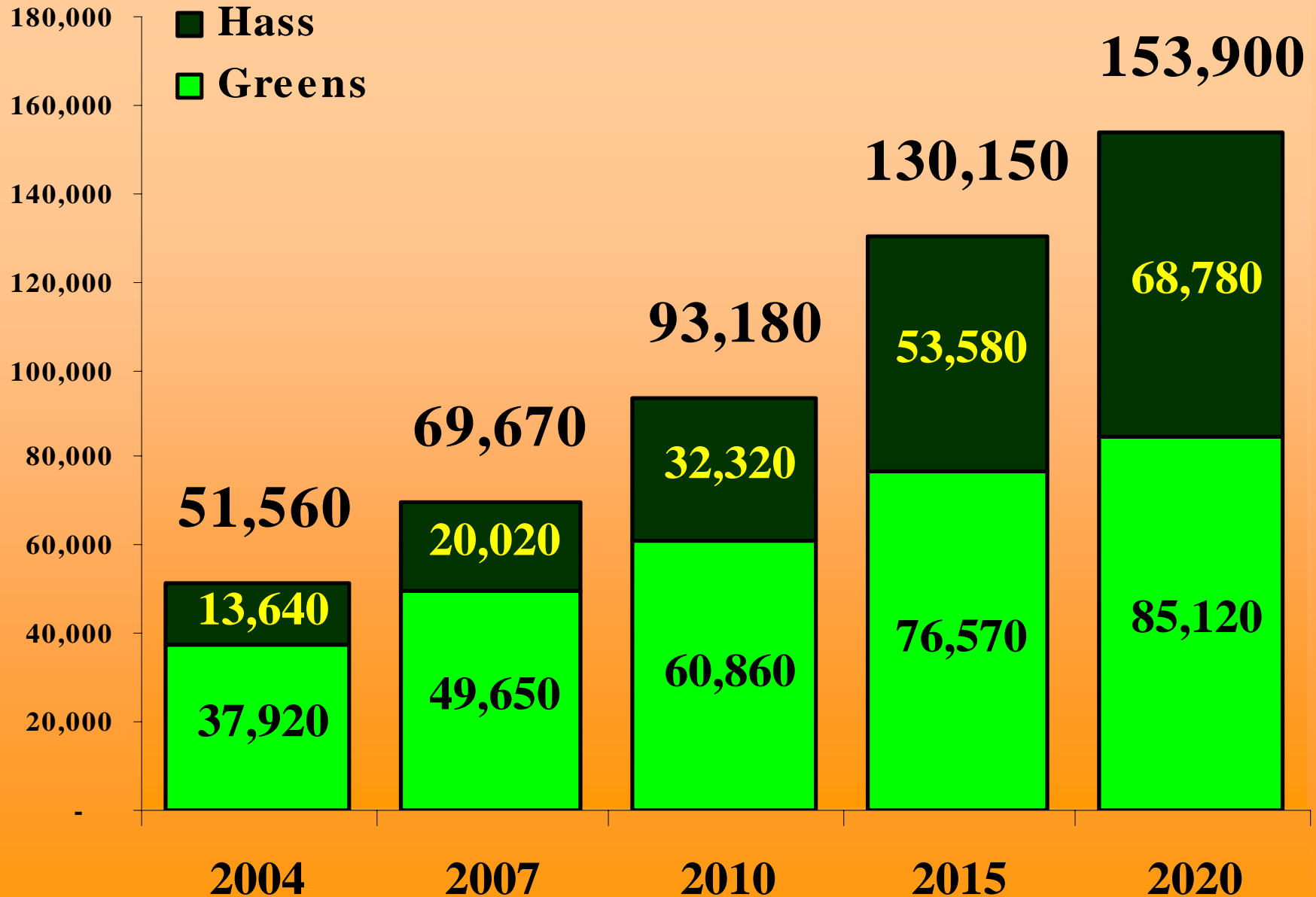
Improved Practice

**Gradually increased crop per Ha -
20 tons are forecasted on 2010**



**Higher
Production**

Forecast of Avocado crops (Tons)



Thanks for your attention



רלוה התא נאלו תאב ויאמ עד

