



# *Israeli Avocado Industry*

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**Vina del Mar 13.11.2007**

## Brief Review

The history of Avocado in Israel had started an hundred years ago when the first few seedlings were planted in a French monastery near Jerusalem (1908).

Planting of first commercial orchards had done only on the 6th decade of the 20th century.

Since those days, over the last fifty years the Avocado industry grown up and standing well on its both legs: one is 'Export' with around 2/3 of the total production, the other one is 'Domestic Market' with about 1/3 of the production.

Western Europe is the main market for the Israeli export while the eastern markets are just doing their first steps. As a whole, there is huge room to market every supplied quantity.

Total crop in the season of 2006/7 was counted as 92,000 tons from a bearing area of 4,500 Ha.

Avocado is prosperous business in Israel with optimistic view on the years to come. New plantations are joining steadily, aiming to double the area till 2020.

Few hundreds satisfied growers have a strong basis to look at bright horizon.

## Historical points

- **1908** - First few seedlings arrived to Israel, to a French monastery near Jerusalem
- **1924** - Planting of first grafted plants (Fuerte) by **P.I.C.A**
- **1930-40** - Experimental plots in governmental farms and agricultural schools. Starting in the coastal area, and later in the midland valleys
- **1937** - By identifying resistant rootstocks for high concentration of lime in the soil as well as to water salinity, enabled expanding planting in other areas
- **1950-60** - Planting of first commercial orchards
- **1960** - First year of export to Europe (98 tons)

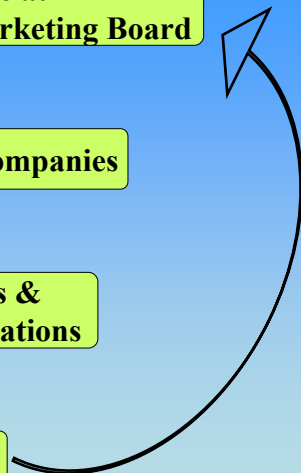
## Israeli Avocado - Industry Structure

Growers Table at  
Plants Production & Marketing Board

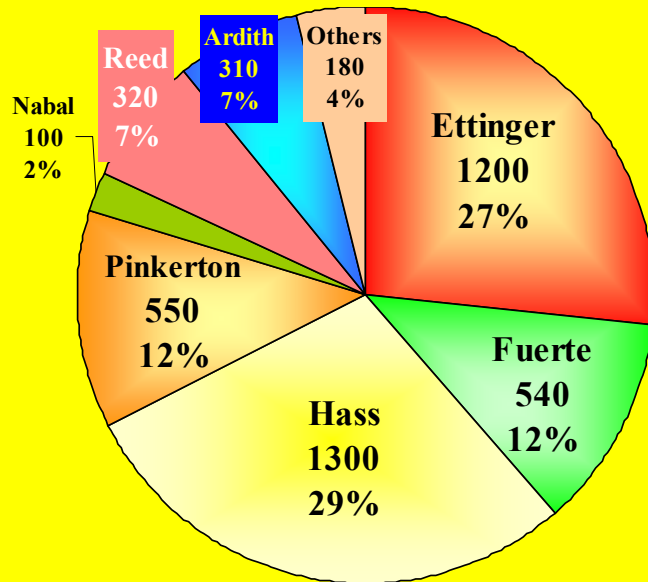
Marketing/Export Companies

Packing Houses &  
Regional Organizations

Growers

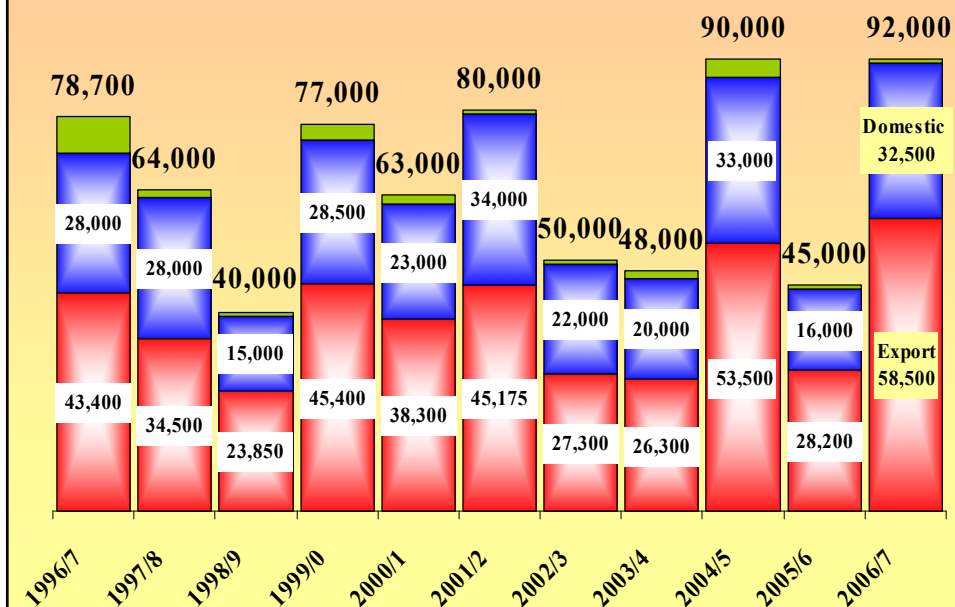


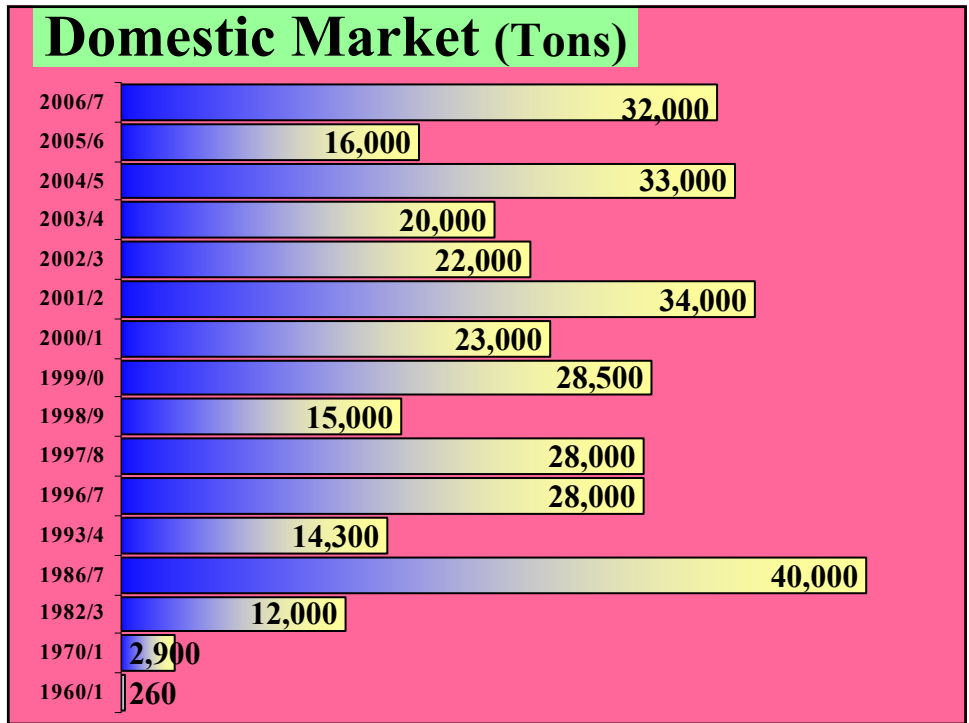
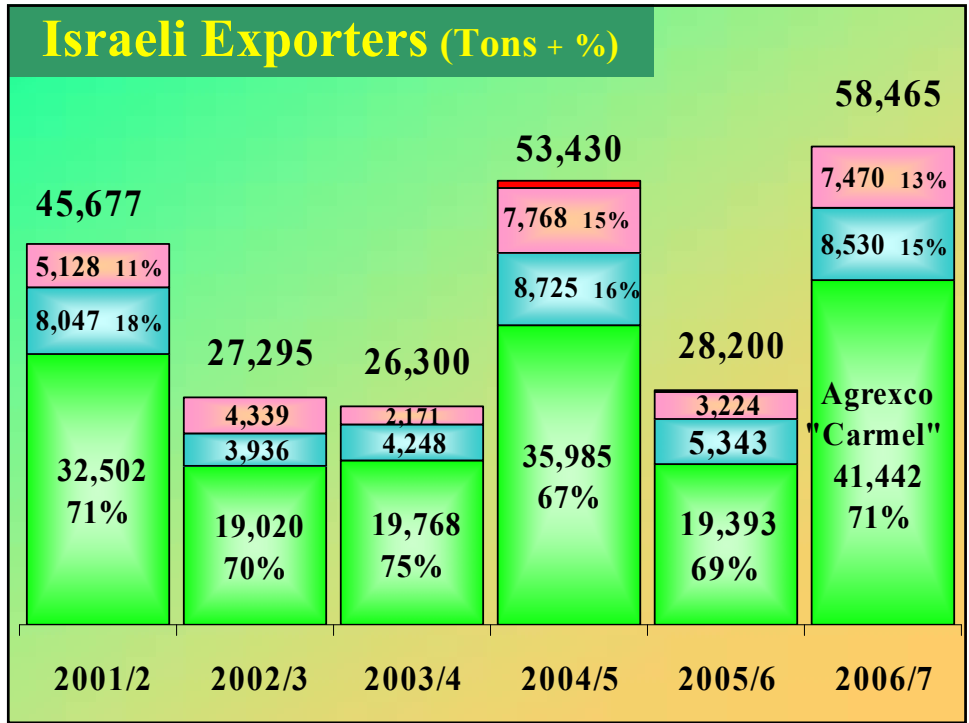
## Avocado area in Israel (in Ha and %)

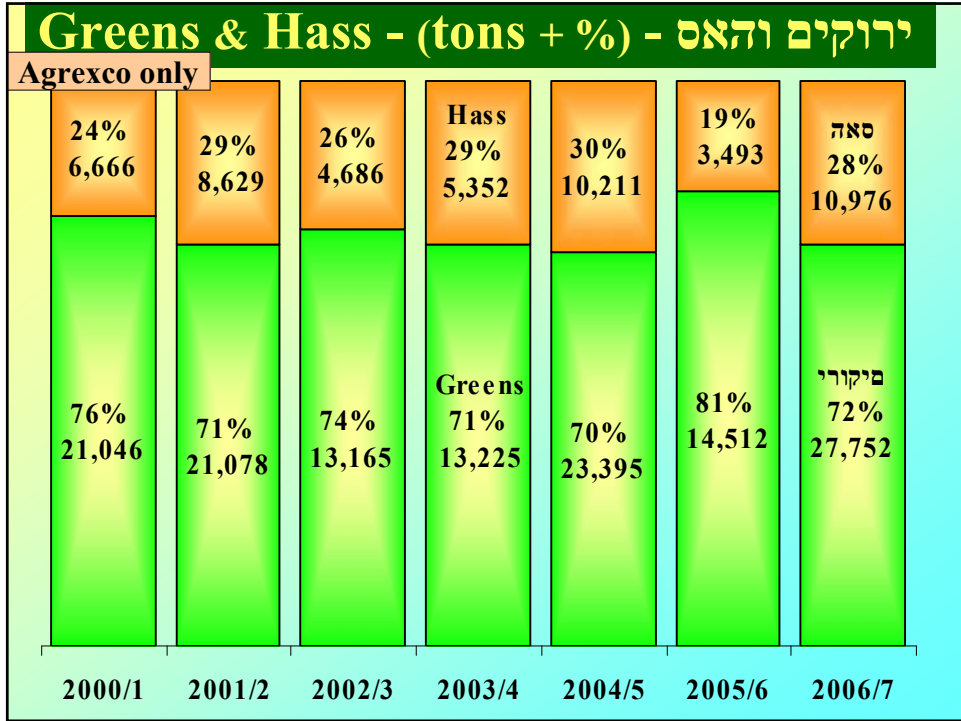


**4,500 Ha  
in Total**

## Israeli Production and its outlets (Tons)





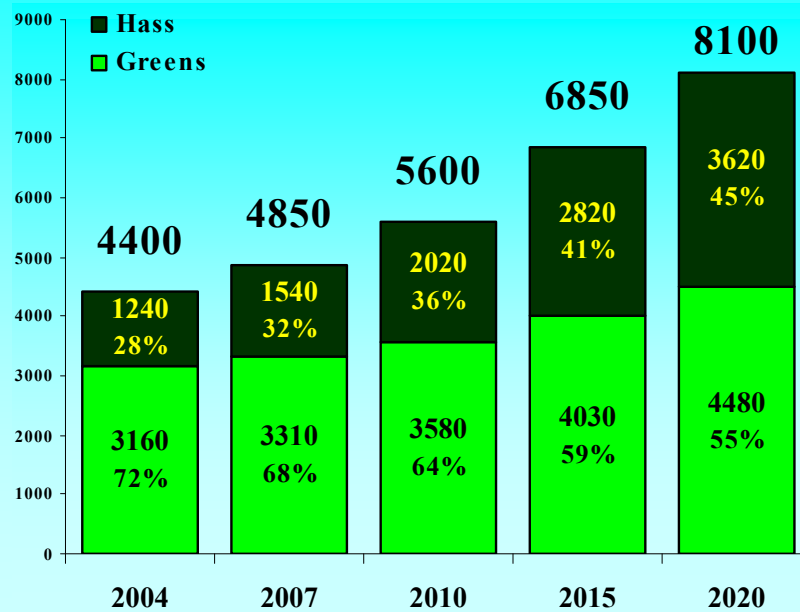





## Avocado in Israel

### 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

