

## ISRAELI AVOCADO INDUSTRY – STRUCTURE, DATA AND TENDENCIES

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The history of Avocado in Israel started a 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 6<sup>th</sup> decade of the 19<sup>en</sup> 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 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 90,000 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.