



# *Israeli Avocado industry Growth & Future*

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## **Growth & Future of the Israeli Avocado Industry**

**Gabi Naamani, Agrexco Tel-Aviv,**

First commercial orchards have been planted in Israel on the 6<sup>th</sup> decade of the 20<sup>ty</sup> century.

First minor lot was exported to Europe on 1960.

Since those days, over the past fifty years, the Avocado industry had grown up while basing itself on two basic outlets: Export - with around  $\frac{2}{3}$  of the total production - and Domestic Market, with about  $\frac{1}{3}$  of the production.

West Europe is the main market for the Israeli avocado export while the eastern part absorbs bigger portion, year by year. As a whole, there is 'more than enough' room to market every produced quantity.

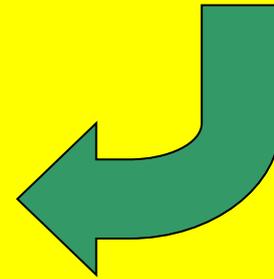
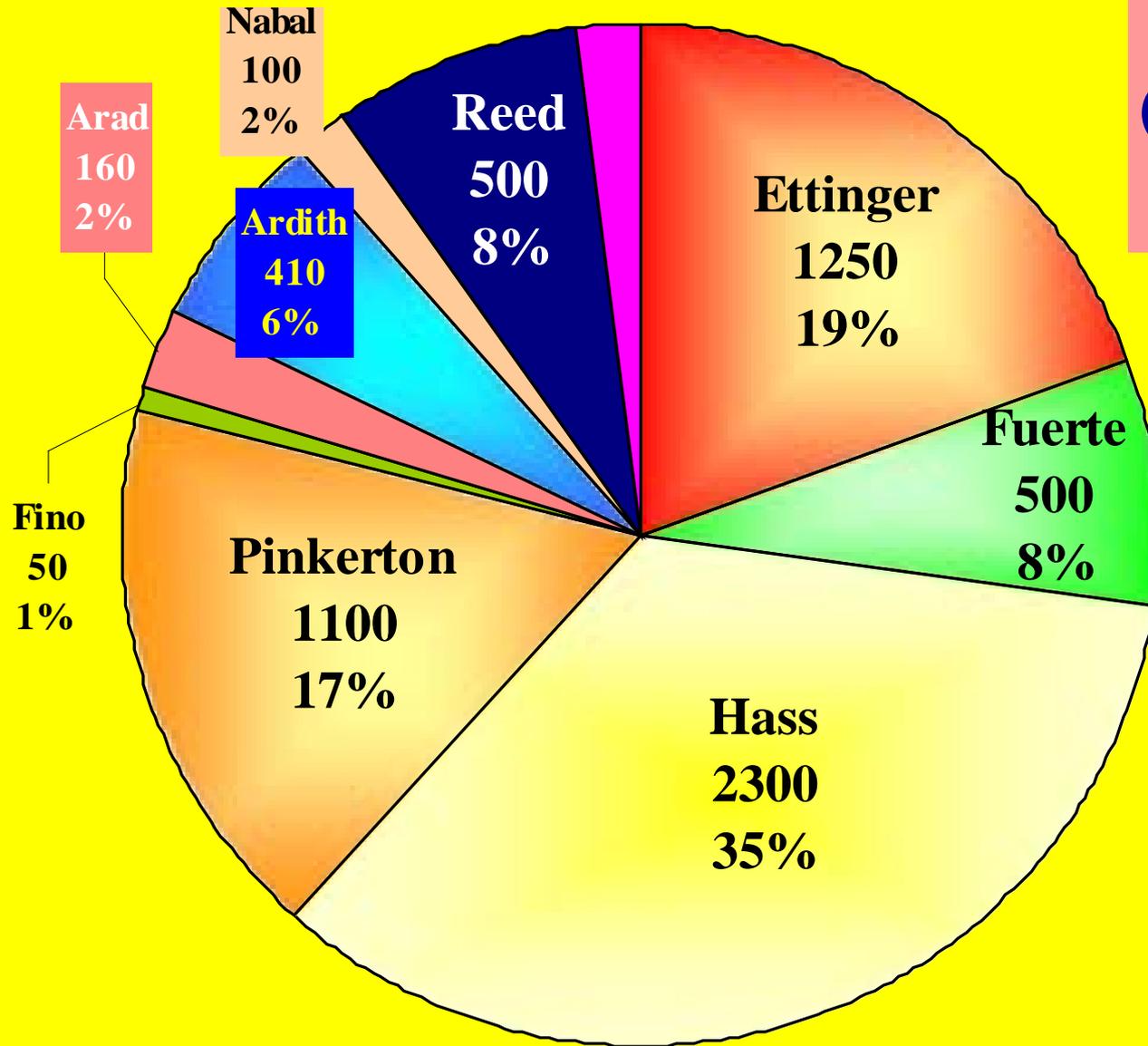
We calculate the total crop on 2010/11 season as 85,000 tons, from bearing area of 5,500 Ha. In spite of the last drought years, Avocado is still a prosperous business in Israel with positive view on the years to come. New plantations are joining steadily, aiming to double the area at 10-15 years time.

With permanent improvements - new technology, growing systems and defined protocols, appropriate varieties etc' – one may guess that productivity will double itself in shorter time. Hundreds of satisfied growers are trust the industry and looking ahead with confident regarding their future results.

# Avocado area in Israel (Ha + %)

**6,500 Ha**

**(Incl. +/- 900 Ha  
young trees)**



# Israeli Avocado - Industry Structure

**Growers**  
Few hundreds.  
+/-100 growers  
produce 90% of  
the global volume

**Growers Desk at  
Plants Production &  
Marketing Board  
(statutory organization)**

**Regional Organizations**  
Practically - 4

**Marketing/Export Companies**  
(10-15 active, out of 25 on the list)

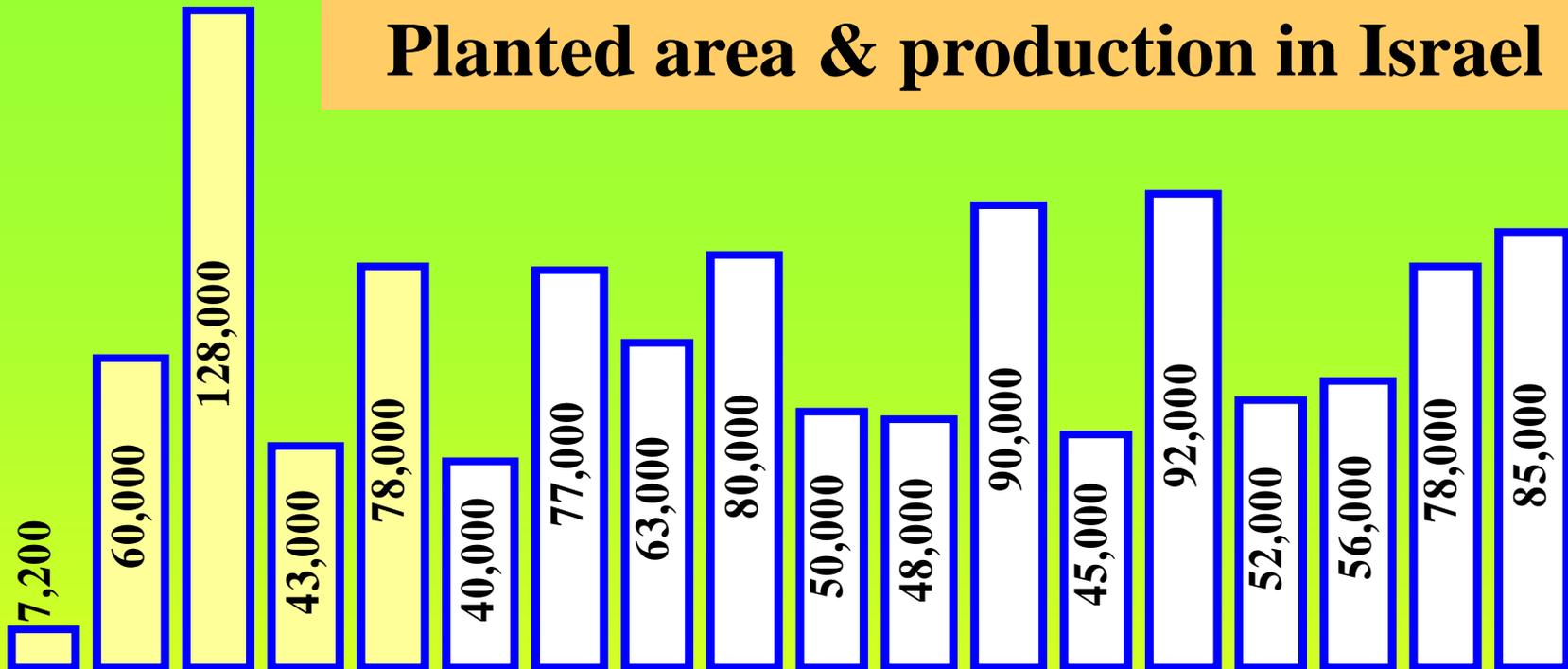
**Packing Houses**  
Big - 2  
Medium - 5  
Small - 10



# Planted area & production in Israel

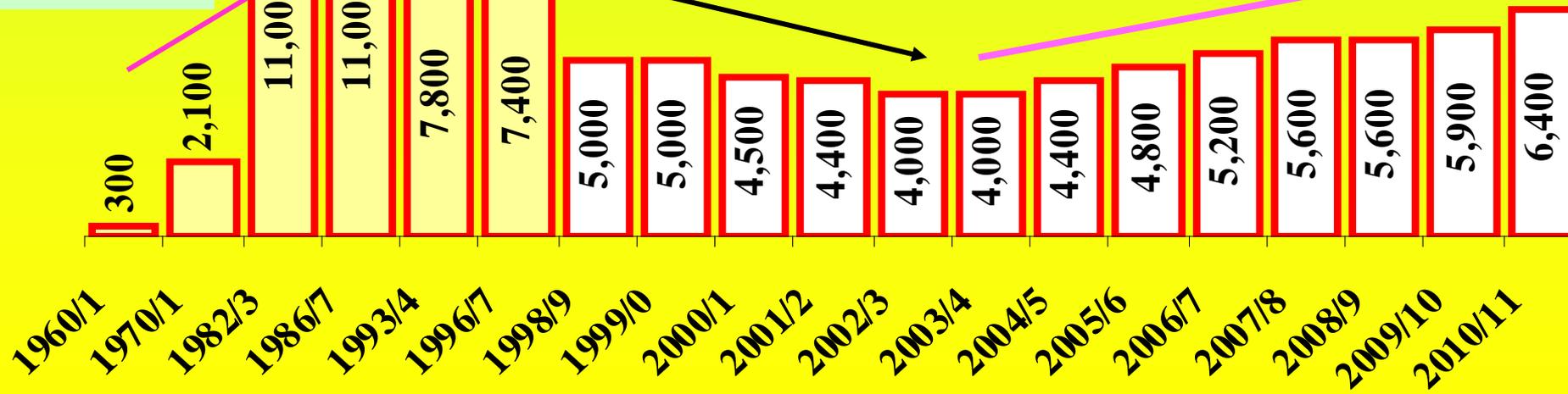
Tons

350

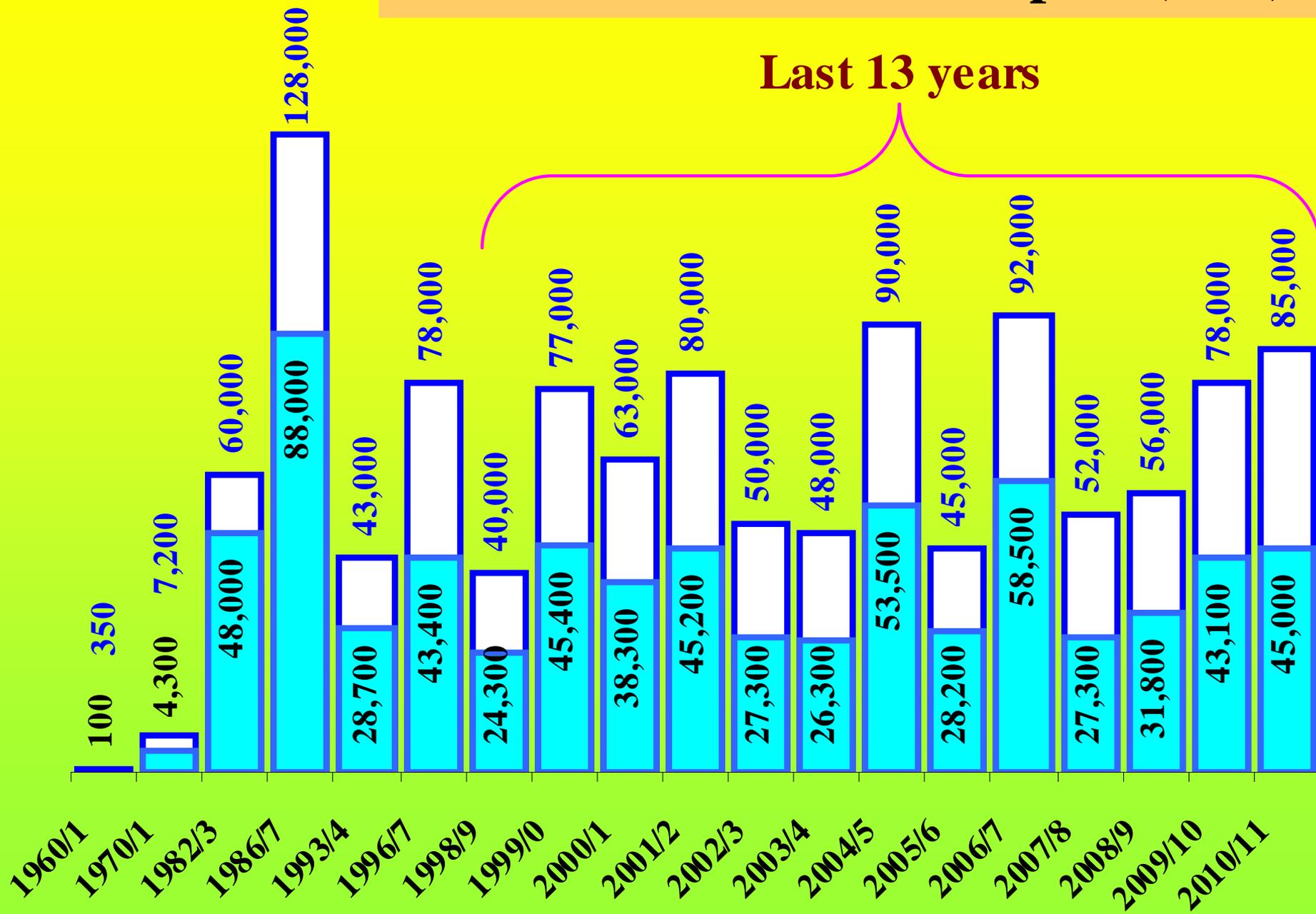


Hectares

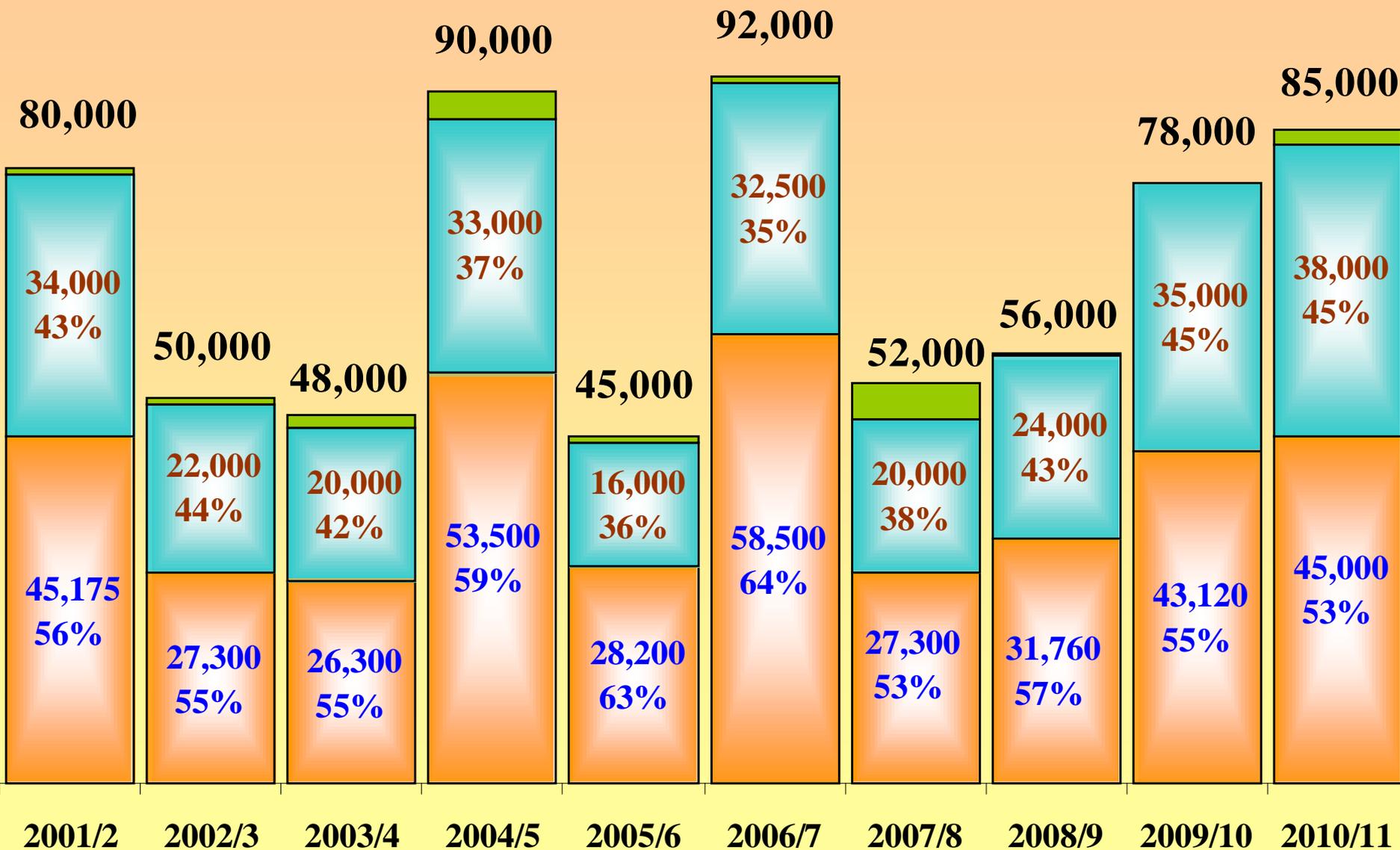
300



# Israeli Production & Export (tons)



# Israeli Production and its outlets (tons)



Export

Israeli market

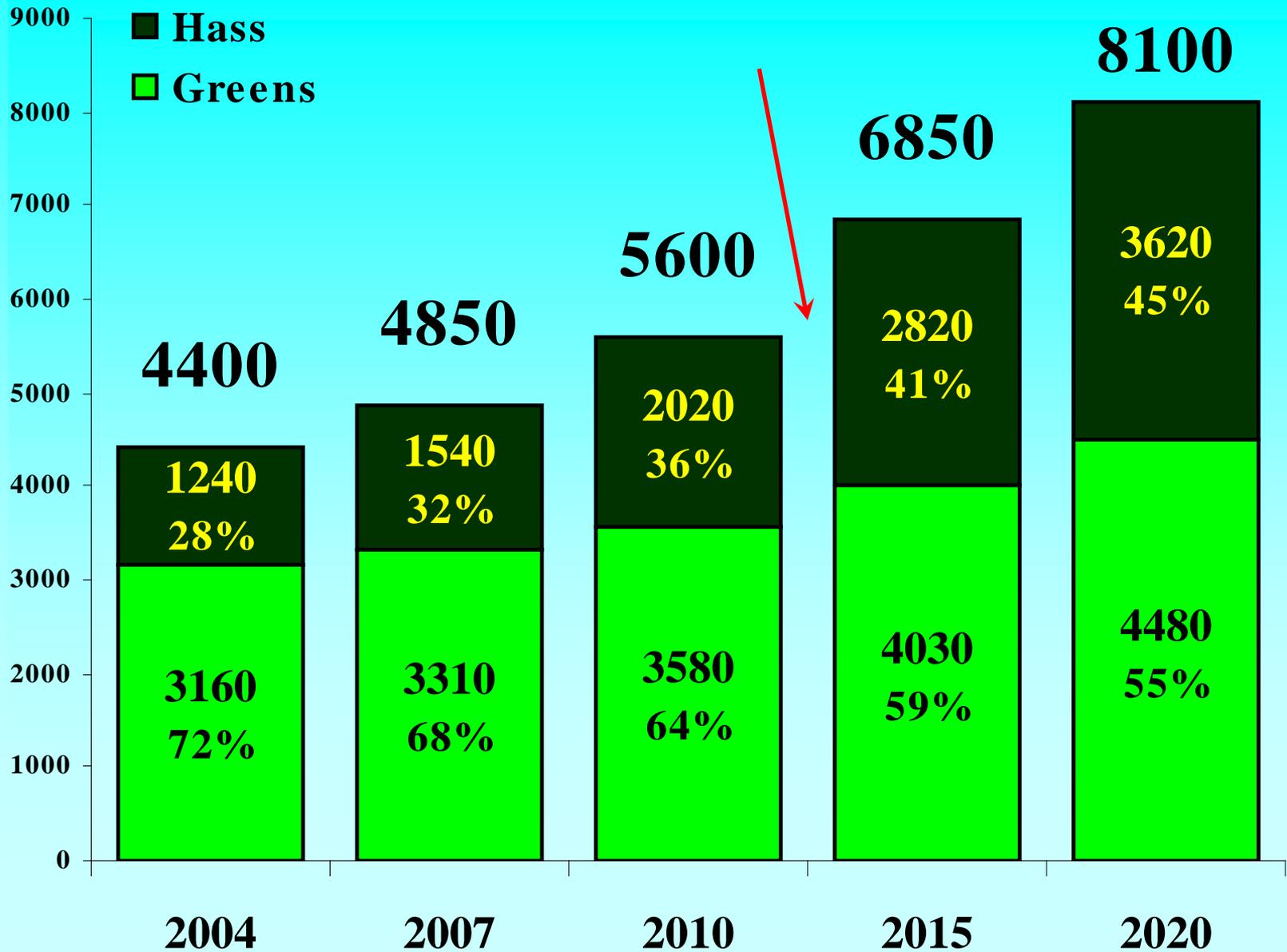
Industry, Damaged Etc.

# Israeli Export – Main markets (tons)

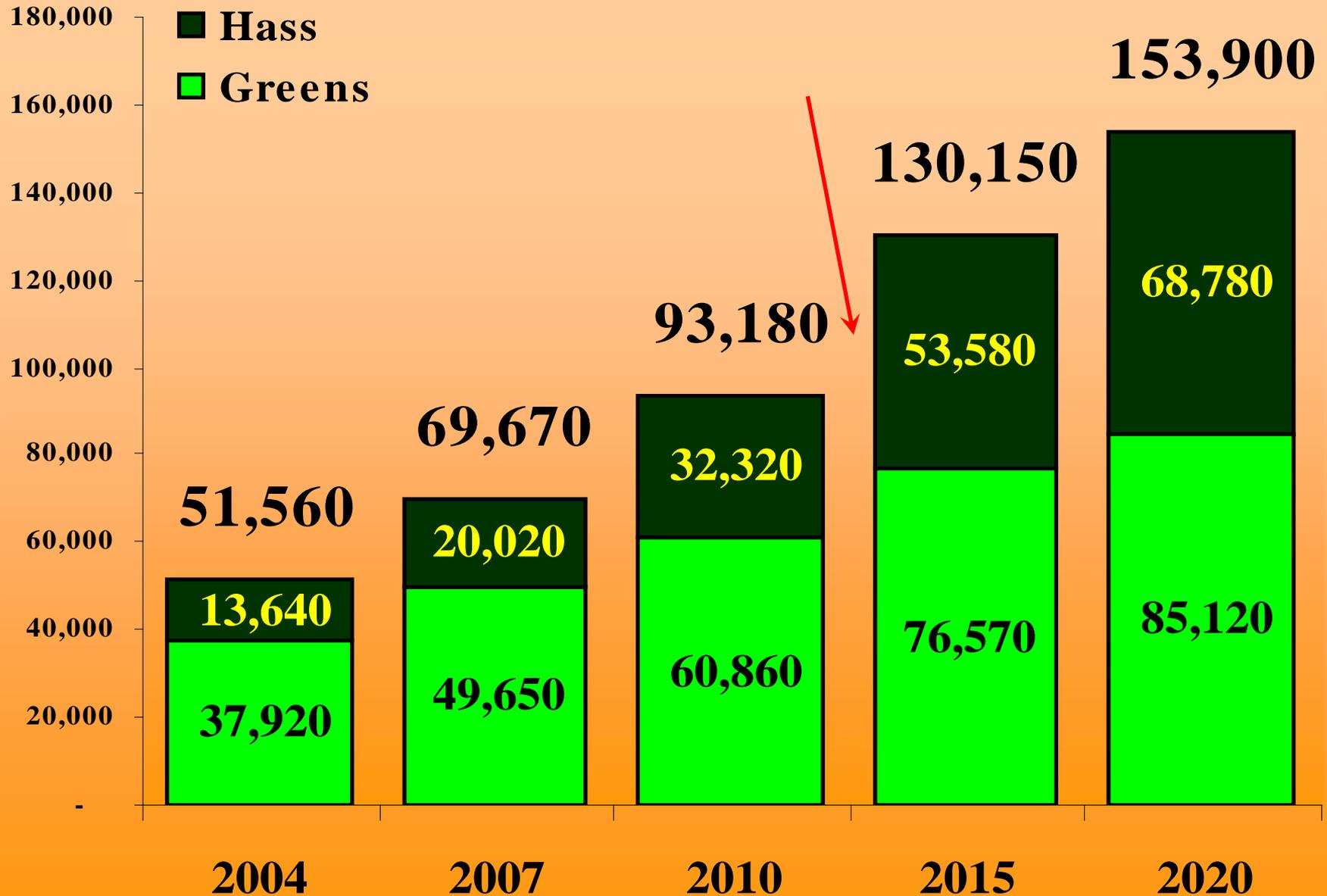


**2010/11**  
**Total Export – 45,000 T**  
**West Europe – 39,300 T**  
**East Europe – 5,200 T**  
**Others – 500 T**

# Forecast of Avocado plantations (in Ha)



# Forecast of Avocado crops (Tons)



+/- 70% for export, 30% for the local market

# Major Points/Problems:

- **Water – Quantity & Quality**
- **Varieties proportion**
- **Alternate Bearing**  
(‘On’ and ‘off’ years)
- **Productivity & Sizes**
- **Lots of Exporters/marketers**

**Thanks for your  
attention**

