

Avocado In Israel



North coast
4,500 Ha.

Central coast
4,500 Ha.

South
2,800 Ha.

Upper Galilee
1,200 Ha.

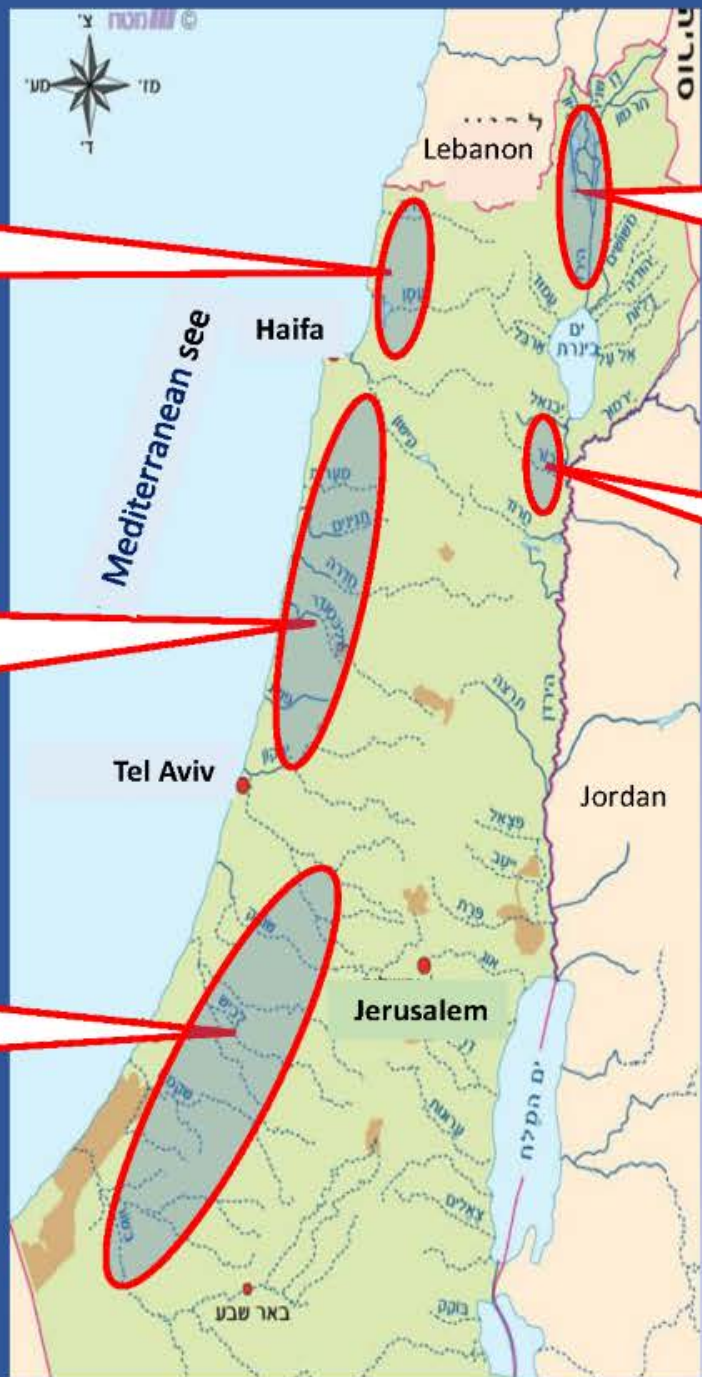
Jordan Vallie
1,000 Ha.

Avocado industry in Israel

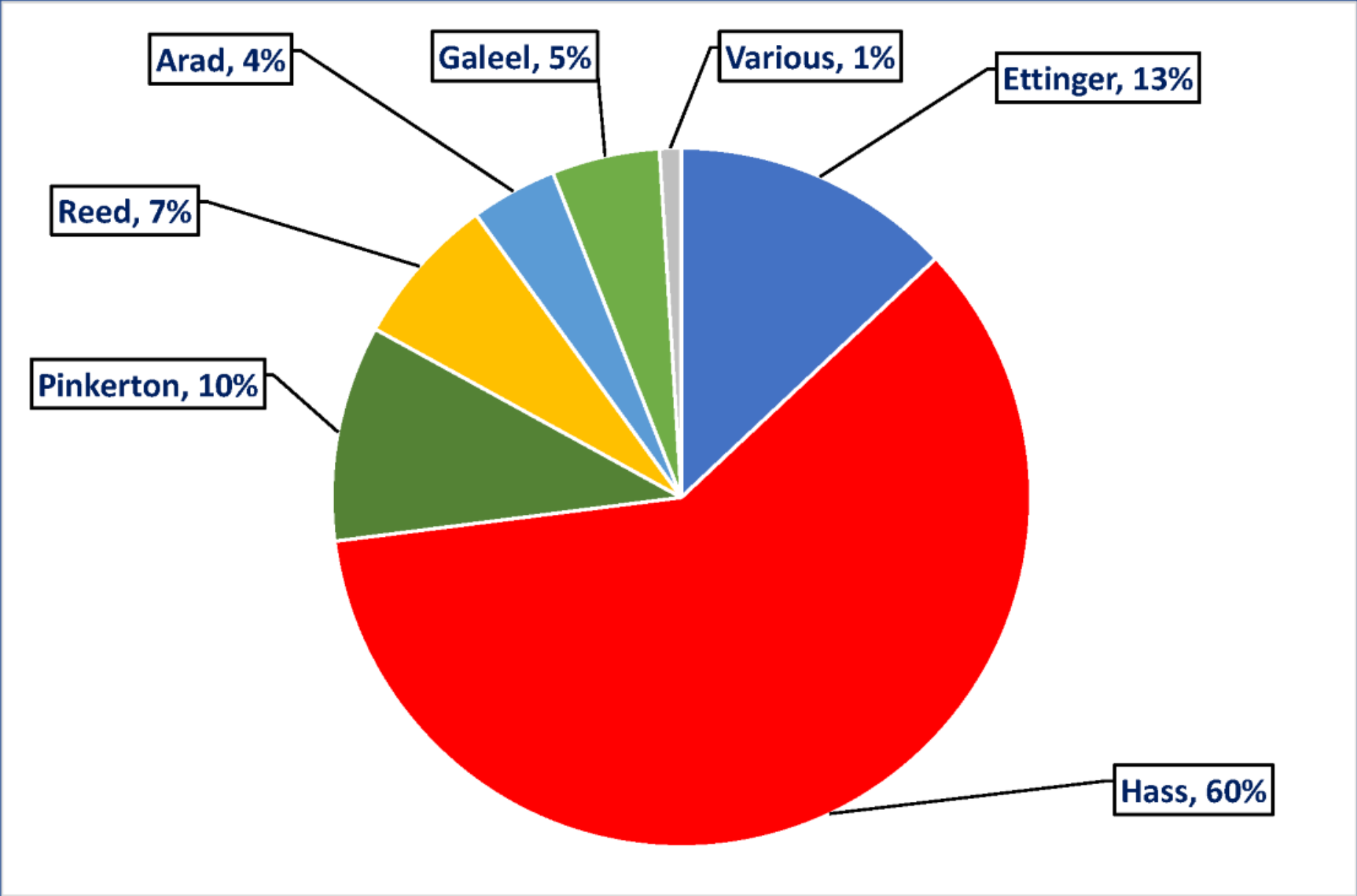
Update December 2022

Total area – 14,000 Ha.

Planting rate – 800 – 1,000 Ha./Year



Variety Distribution



Production:

Season	Total (ton)	Export (ton)	Export %
2020/21	96,000	58,000	60%
2021/22	230,000	130,000	57%
2022/23	135,000	84,000	62%

Domestic consumption: **7 – 10 Kg/Capita/Year**

Export market: **Europe**

Threats and opportunities

Threats

- Climate changes – Extreme temperatures
- Limited market
- Cost of production – Labor cost and availability

Opportunities

- Water availability
- Plant protection – dry climate
- Strong domestic market

Main challenges of the Avocado industry in Israel

Challenge	Target	R & D
Production	Hass – 20 ton/Ha. Greens – 25 ton/Ha.	<ul style="list-style-type: none"> • Precision agriculture • Use of big data
Cost of production	<ul style="list-style-type: none"> • Increasing efficiency of Irrigation and Nutrition • Mechanizing farming activities – Harvest, pruning, weed control 	<ul style="list-style-type: none"> • Precision agriculture, monitoring • Searching for new developments
Markets	Moving from single market (Europe) to divers markets	<ul style="list-style-type: none"> • Extending duration of post harvest and shelf life period. • Improving control of maturity and ripening process
Increasing Varieties diversity	<ul style="list-style-type: none"> • Improving production • Improving fruit quality and post harvest • Extending marketing season 	<ul style="list-style-type: none"> • Breeding program • Introduction

THANK YOU

