Israeli Avocado industry Growth & Future

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Growth & Future of the Israeli Avocado Industry
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First commercial orchards have been planted in Israel on the 6th decade of the 20th 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)

- Hass: 2300 (35%)
- Ettinger: 1250 (19%)
- Fuerte: 500 (8%)
- Pinkerton: 1100 (17%)
- Reed: 500 (8%)
- Ardith: 410 (6%)
- Nabal: 100 (2%)
- Fino: 50 (1%)
- Pinkerton: 1100 (17%)
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Total: 6,500 Ha

(Incl. +/- 900 Ha young trees)
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

Growers
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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 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