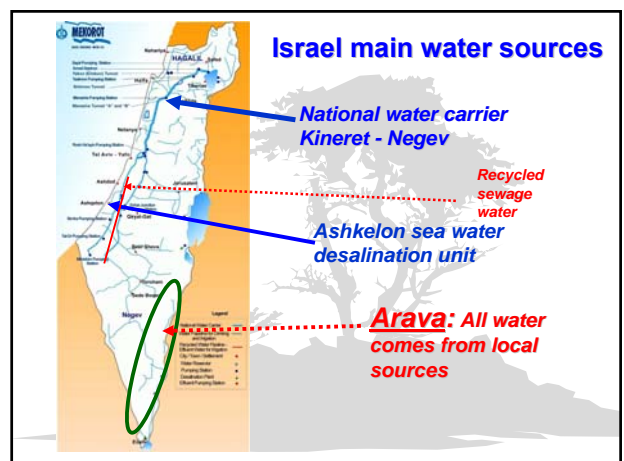
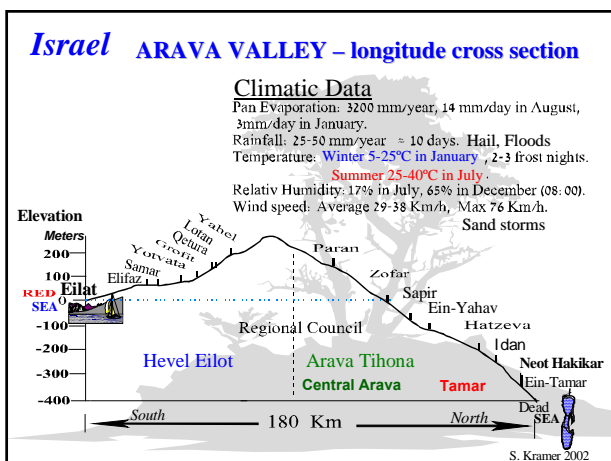


### *Turning a vision into a reality*

- Some fifty years ago, when we first had the idea to settle here, in the "Heart of the Arava" - the middle of nowhere - most of the people saw it as "mission impossible". There were no paved roads, no electric grids, no phone system, and we knew nothing about the real possibilities and hardships.
- The one to help us was David Ben-Gurion (the first prime minister of Israel) who had the vision of developing and populating the southern half of Israel, the desert, and even its harshest parts.



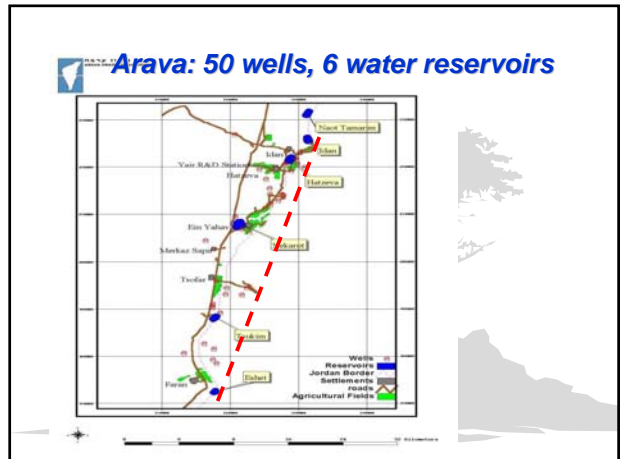
## Water well Drilling near Ein Yahav



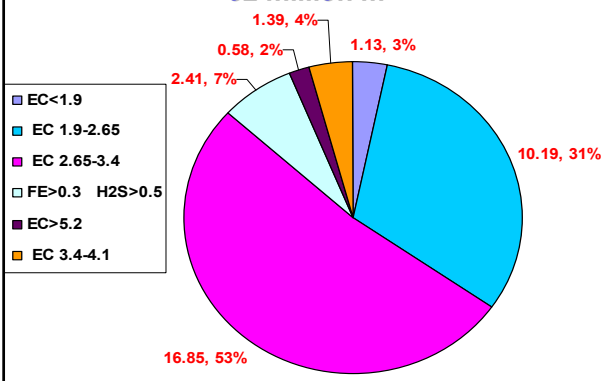
## The Eshet reservoir (Paran)



## Arava: 50 wells, 6 water reservoirs



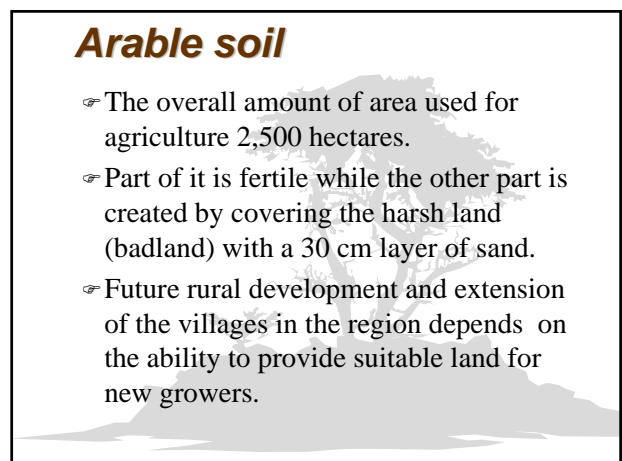
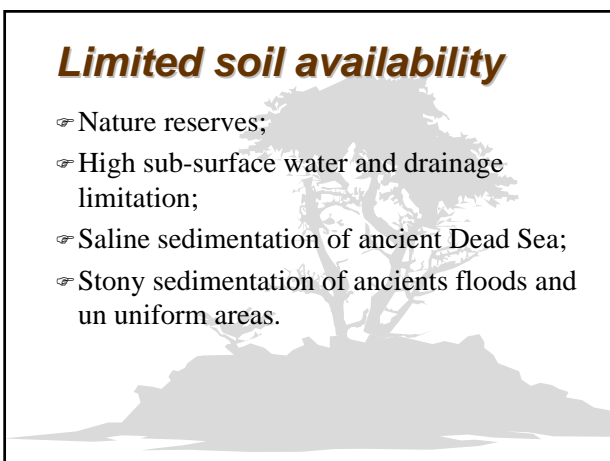
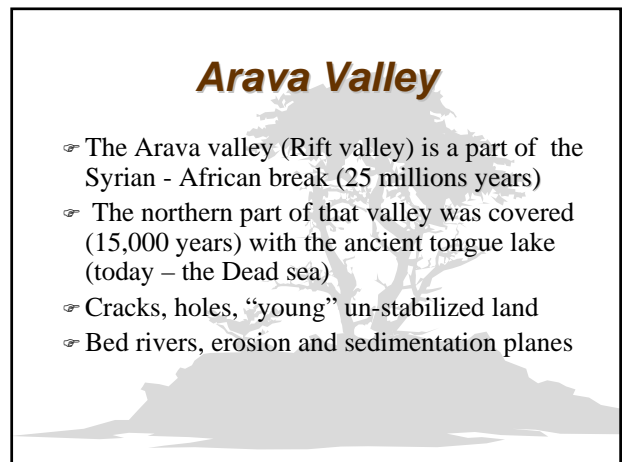
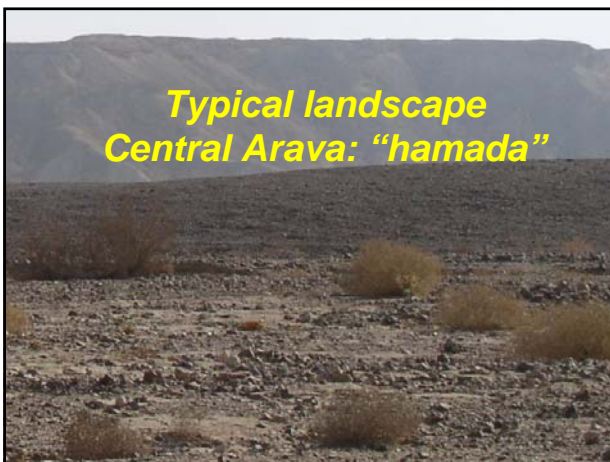
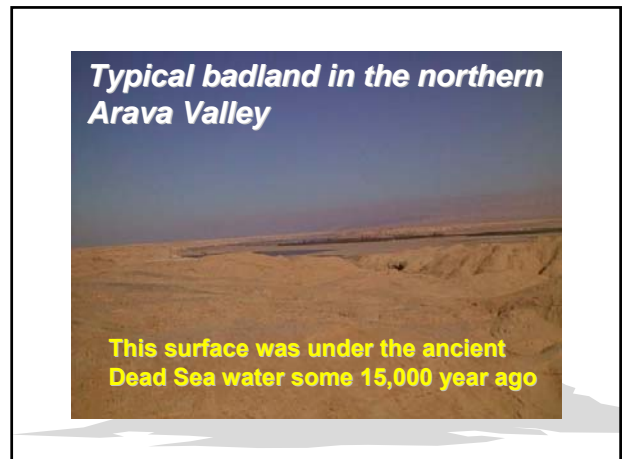
## Water – Central Arava 2006 32 million m<sup>3</sup>



## Water

### Some data:

- Water is extracted from deep wells (150 – 1,500 M)
- Water catchments during floods
- 3% Fresh water, EC < 2 dS/m (TDS < 1,280)
- 97% Saline water, EC > 2 dS/m (TDS > 1,280)
- Water price 0.20 \$ /M<sup>3</sup>
- Avg. annual consumption 15,000 M<sup>3</sup> /Ha
- 30% of the wells are in Jordan





## Agricultural Land Reclamation



## Zofar: new fields reclamation



## Arava: Constrains

- ☞ CLIMATE
- ☞ WATER
- ☞ LAND
- ☞ LABOUR AVAILABILITY
- ☞ PRODUCTION COST
- ☞ MARKET

## Arava: Main advantages

- ☞ High radiation most of the year – The door for off-season agriculture
- ☞ Low humidity – Lower risk for plant diseases.
- ☞ No close fields in neighborhood – Pytho-sanitaric “clean zone” is possible – “Clean Arava” Project.



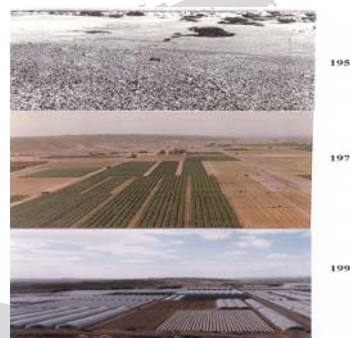
## Arava: The 60's



## History: “old fashioned” open field pepper in the Arava valley



## Ein Yahav: past and present



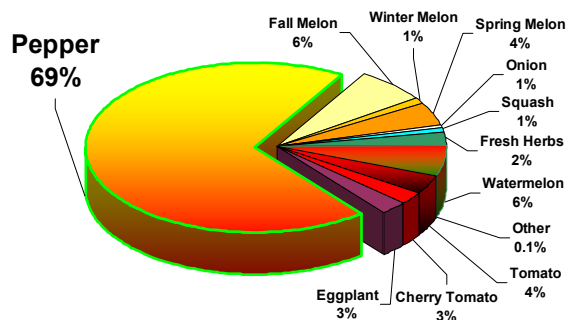
## Ein Yahav 2007



## Central Arava & Sodom Valley 2007/8

- ☞ Vegetable 2,300 Ha
- ☞ Cut flowers 150 Ha
- ☞ Fruits trees 250 Ha
- ☞ Bio-Organic farming 240 Ha
- ☞ Aquaculture 10 units
- ☞ Dairy products producers 20 units

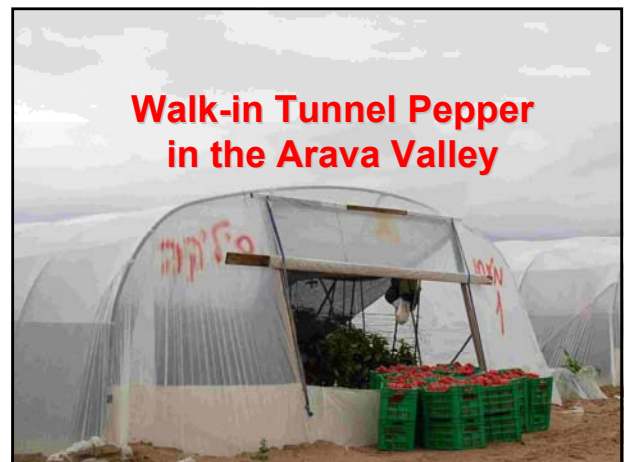
## Central Arava & Sodom Valley 2007/8



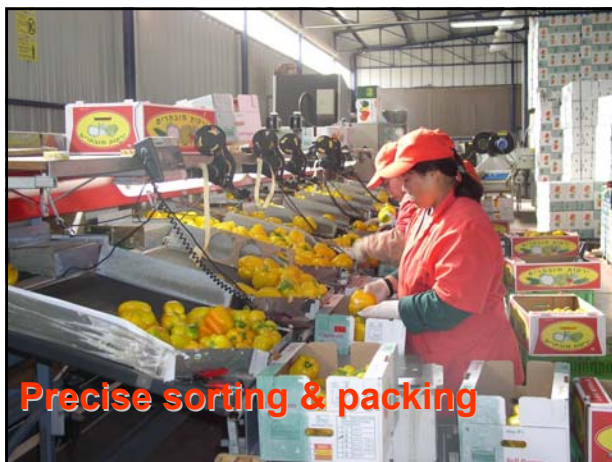












### A Clean Arava

The flagship project of the region integrates a range of unique activities with the aim of creating an exclusive export brand targeting countries with phytosanitary restrictions, such as Japan and the USA.

**Activities:**

- Sanitation.
- Educating for a regional culture of agriculture.
- Agricultural waste treatment.
- Reduced use of pesticides.
- Alternatives to methyl bromide.
- Organic agriculture.
- Treatment of quarantine pests.
- Transformation of the region as an agricultural quarantine area.

### Arava R&D

- Improving the control of water and fertilizer.
- Use of substrates.
- Advancing development of soil usage.
- Technology developments for agriculture usage.
- Integrated pest management (IPM).
- Organic agriculture.
- Aquaculture.
- Development of new varieties.
- Quality control.
- Model farms.



## Hatzeva R&D Center

- Library of desert plants.
- Organic waste.
- Vegetable treatment of sewage.
- Renewable energy.
- Polyethylene biodegradation.

Growers

Extension

Research

## Arava Med Fly Eradication Project



Thank you