



TV

# UNITED NATIONS NATIONS UNIES

U.N. IN ACTION

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## THE MIDDLE EAST'S FRUITFUL VALLEY

### VIDEO

### AUDIO

MILITARY CHECKPOINT

### NARRATION

At a military checkpoint between Israel and Jordan in the Arava Valley, a precious cargo is about to be traded.

One-hundred-and-fifty-thousand sterile male flies. Trapped in bags, the flies are passed from Israeli to Jordanian hands.

BAGS CONTAINING FLIES

(16)

UNLOADED FROM TRUCK

Their people share the agricultural valley, and now they share the fruits of partnership – to the tune of millions of dollars every year. (7)

FRUIT PICKERS AT WORK ON

CITRUS FARM

Farmers from Israel, Jordan, and the Palestinian Authority are winning a long and largely invisible fight. Their common foe: the Mediterranean fruit fly, or Medfly, one of the world's most destructive pests. (13)

LABORATORY TECHNICIAN

They are using a technology called the sterile insect technique or SIT. (3.5)

Prof. Shimon Steinberg is the Research and Development Head, Biofly(3.5)

PROF. ASHIMON STEINBERG,  
HEAD RESEARCH & DEVT,  
BIO-FLY, ON CAMERA

PROF. SHIMON STEINBERG: (English) **M**  
*“The sterile males which are, let’s say, statistically at least superior to the wild males will be the first ones to search and find the wild females, mate with them and the result will yield no off-spring”*  
(16)

PLANE TAKES OFF / AERIAL  
VIEW OF FARMS

NARRATION

Twice a week this plane is loaded with seven million sterile flies. Tomer Tene is the friendly fly bomber who releases swarms of sterile flies from the bottom of the plane. Regular releases by air and on the ground have suppressed the wild Medfly population that would otherwise turn citrus fruit into infested mush. The flies are bred en masse at the Bio Fly factory in Israel. (26)

BIOFLY FACTORY

FLIES, MAGGOTS, PUPPAE ARE  
IRRADIATED

From squirming larvae they evolve into pupae. The sexes are separated. The males then irradiated until sterile. (8)

Israeli farmer, Ezra Ravins says: (2.3)

EZRA RAVINS, ISRAELI FARMER,  
ON CAMERA

EZRA RAVINS: (English) **M**  
*“I think this cooperation is a model of a project that started in 1998 and still working. With all the crises we’ve had in the Middle East, the war in Iraq, the uprising of the Palestinians, the Intafada*

*and other tensions in the region for almost 10 years its working and its working I think wonderfully. “ (25)*

DESERT GREEN HOUSES

NARRATION

Ezra Ravins can now sell his bell peppers to lucrative export markets like the USA which demand imported fruit and vegetables must come from fruit-fly-free zones. It's also dramatically cut the use of pesticides. Bell pepper production in the Valley has grown a hundred times since the programme started, to \$120 million in exports last year. (23.5)

INSIDE BELL PEPPER FACTORY

MARKET PLACE

Across the valley in Jordan, yields are up by 30%. And there's better quality fruit and vegetables for the local market. Jordanian farmer, Isac Mendant (9)

ISAC MENDANT, JORDANIAN FARMER, TALKS ON CAMERA

ISAC MENDANT: (Arabic) M

*"The area is now clean from Medfly, now we can export our product to the European countries."* (10)

JORDANIAN MINISTER AND IAEA REPS / FRUIT FACTORY /STREET MARKET IN JORDAN

NARRATION

The UN's IAEA and Food and Agriculture Organization first helped to set up the pilot project and supply the flies in 1998. Plans today are to expand the science alliance, beyond the Arava and what's proving to be, the Middle East's fruitful valley. (17)

UN LOGO

This report was prepared by Kirstie Hansen for the United Nations. (3)