

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 12/2/2016

**GAIN Report Number:**

## Israel

**Post:** Tel Aviv

### Tid Bits for November 2016 -Israel

**Report Categories:**

Agricultural Situation

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**Report Highlights:**

Developments in Israel's food and agriculture sector:

- Russian-Israeli agro-diplomacy takes root
- Who you calling (high) fat???
- New food technologies bug some consumers
- American babies to be born in Israel

## **General Information:**

### **Russian-Israeli agro-diplomacy takes root**

Earlier in November, during the Russian Prime Minister's visit to Israel, a long term agricultural agreement was signed between the two countries. The agreement focuses on dairy sector technologies, water technologies, and post-harvest practices. According to the agreement, Israel will build a center in Russia that will serve as a focal point for promotion of new technologies and agricultural knowhow.

### **Who you calling (high) fat???**

Israel is moving forward with a plan led by the Ministry of Health (MoH) for labeling unhealthy food items. A regulatory committee chaired by the Director General of the MoH was formed six months ago and has recently completed their proposals. They will publish those results shortly. In a meeting held between the ministry and five leading Israeli food companies, the ministry made known its intention to require labeling for high fat, high sodium, and high calorie foods.

### **New food technologies bug some consumers**

New food technology companies, termed Food Tec, are drawing in Israeli investors. More and more Israeli companies are investing in what they consider to be the next revolution of food: Food Tec. These Food Tec companies are startups that produce proteins out of bugs and insects. They use special procedures to give the meat substitutes the taste of meat. Additionally, they are developing products to enhance taste and reduce sugar and salt usage in foods.

### **American babies to be born in Israel – citizenship concerns raised**

A project for transplanting cow embryos was recently carried out in Israel. Seventy-one US cow embryos were shipped from Ohio to Israel, and transplanted into local heifers. The new crop of Israeli-American babies – Texas Longhorn, Black Angus, and Red Angus babies, to be precise – will be arriving in 282 days (+/-5). The project is designed to bring fresh genes into locally grown herds. The expectation is to have a herd of these three varieties that will later be inseminated with imported US genetics. The embryo transplanting was done by a US veterinarian that taught Israeli counterparts more on the procedure.