



Natural & Organic Products in Israel

The total area of Israel is approximately 20,000 square kilometers. The Population is about 7.2 millions. The land area of the country is the Mediterranean and semi-desert so the climax of the country becomes moist air through the years. The cultivated area is about 4.3 Dunams (1 Dunam = 1.000 square kilometers or 10 acres or 0.1 Hectares) that belongs to the organic farming area about 70,000 Dunams.

Israel's plants are classified following as: 30 % of olericulture, 20 % of flowers, 18% of field corps, 15% of fruits and 10 % of citrus. Israel's organic farming has the cultivated area about 1.5 % of all cultivated areas of the country.

37 % of agricultural products are consumed in the country: about 1-2 % of organic products are consumed in the country, 34 % of the agricultural goods are used in the agro-industry and food of the country, and 22-23 % of agricultural products are exported.

Agricultural products of Israel cost around 2.5 % of GDP and the total is around 3.6% of export. All products of Israel divided to export value of agricultural products about 1 billion and of organic products totally 13 % of the total of all agricultural products.

In Israel organic products have just been known and popular by domestic consumers. Most of organic products manufactured by Israel are exported to European Union, the most important exporting market of Israel. Exporting organic products are classified as follows: vegetable 32,000 tons (mostly tomato 31.000 tons), fruits 1,750 (mostly citrus), avocado 1,410 tons, and date palm about 653 tons.

Marketing and distribution of organic products in Israel can be seen in the famous and big supermarkets. The regular shop of organic products and direct selling, the price is higher than general agricultural products average 40-60 % (sometime more than 100%). In this cause organic products in Israel are not popular in the country especially the crisis of economic in the present is going on thus distribution of organic products may not be corresponding to the consumers.

Agricultural products are imported by Israel because some agricultural products cannot produce. Israel does not have tariff barriers of exporting agricultural products from overseas except the products that Israel can produce in the country that the tax is very high in order to protect their manufacture industry and agriculturists.

Israel did not import Thai fresh vegetable and fruits officially. Besides there was one case of importing Thai young coconut but it canceled because of the problems of marketing. Moreover the process of license to importing the agricultural products was very slowly (in the case of young coconut the process will be made for 2 years). Although there were no the prohibition and tariff barriers to importing vegetable and fruits but the problem of official processes would take long time. In this case importers that are interested to importing vegetable and fruits from Thailand and other countries changed their minds.

It seems that Thai organic products can export to Israel but it has been understood and it is a small market that the demand of the organic products is still a little. The main factor of importer is the reasonable price that consumers can make the decision to buy. In this case Israel importer used the negotiation of lower price the order products from exporter. Except for producer and exporter of Thailand can export the organic products through Israel to other countries that opportunity and possibility for Thai organic products are better than to Israel.





Therefore importer and exporter can use as the way leading to other markets such as European Union because the Israel agreement of free trade with European Union can export without the business tax.

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