

How Israel Can Help Feed the World

Innovative Israeli agriculture scientists, high tech experts and “startup nation” entrepreneurs have fused their knowledge and experience to develop new cutting-edge agricultural technologies. These innovations are poised to transform the global agricultural landscape and address urgent needs, and they represent a breakout investment opportunity.

According to the United Nations’ Food and Agriculture Organization, food production worldwide must increase 70 percent by 2050. Israeli agricultural know-how, developed to cope with local arid agricultural challenges and a fast-growing population, has become globally relevant at a time of increasing food shortages, climate change, declining agricultural yields, global population growth and changing dietary habits.

Increasing demand for high-quality, nutritious food and diminishing productivity growth, especially in high- and middle-income countries such as the United States and China, have created compelling business opportunities in agritech. Israel has new solutions to manage these issues that are ready for commercialization and adoption.

“Israeli agritechnology can dramatically increase food yields in a sustainable, cost-effective way at a time when needs are currently unmet and growing,” says Nitza Kardish, Ph.D., CEO of the Israel-based Mofet Venture Accelerator. “More than 200 R&D centers in Israel with a focus on agriculture and a government commitment to supporting innovation have fueled a growth in cutting-edge agritech startups.”

Steve Rhodes, chairman of the Mofet Venture Accelerator, owned by Trendlines, says Israel has been compelled to develop a

high-tech culture in recent decades due to its limited natural resources.

“The country is a popular target for global venture capital funds seeking to capitalize on Israel’s entrepreneurial spirit as well as expertise honed in universities, research centers and on-the-ground initiatives,” he says.

Examples of innovative Israeli agritech includes advanced precision farming techniques, water optimization, robotics and sensor-driven technology, environmentally friendly agrochemicals for crop protection and agribiotechnology.

In early December, investors and agritech professionals from across the globe will take part in a unique Agritech Tour in Israel, during which participants will experience firsthand how Israel has become a world-class agriculture technology leader and learn what the future of agritech holds.

The tour coincides with the second annual Agrivest conference. The conference will bring together local and international agritech investors, multinational corporate executives, Israeli government officials, scientists, business leaders and young startups to explore the opportunities, challenges and solutions facing the agritech/agriculture investment community at this critical time.

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