

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

Required Report - public distribution

Date: 1/28/2010

GAIN Report Number: IS1001

Israel

Retail Foods

RETAIL FOOD SECTOR

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Report Highlights:

Israel is a net food importer. In 2008, imports of food and beverages products totaled \$1.8 billion, a 25 percent increase compared to 2007. In 2008, the retail food market was valued at \$14.4 billion, a 2.3 percent increase from 2007. The retail food sector in Israel is dominated by two supermarket chains. Kosher certification is not an obligatory requirement for importing food into Israel. However, non-kosher products have a much smaller market share as the large supermarket chains and hotels refuse to carry them. The current exchange rate of the U.S. dollar versus the Euro, which continues to favor U.S. sales, combined with the expected GDP growth for Israel in 2010 and the Agreement on Trade in Agricultural Products (ATAP) between the U.S. and Israel, offer good opportunities for American food products in Israel.

Post:
Tel Aviv

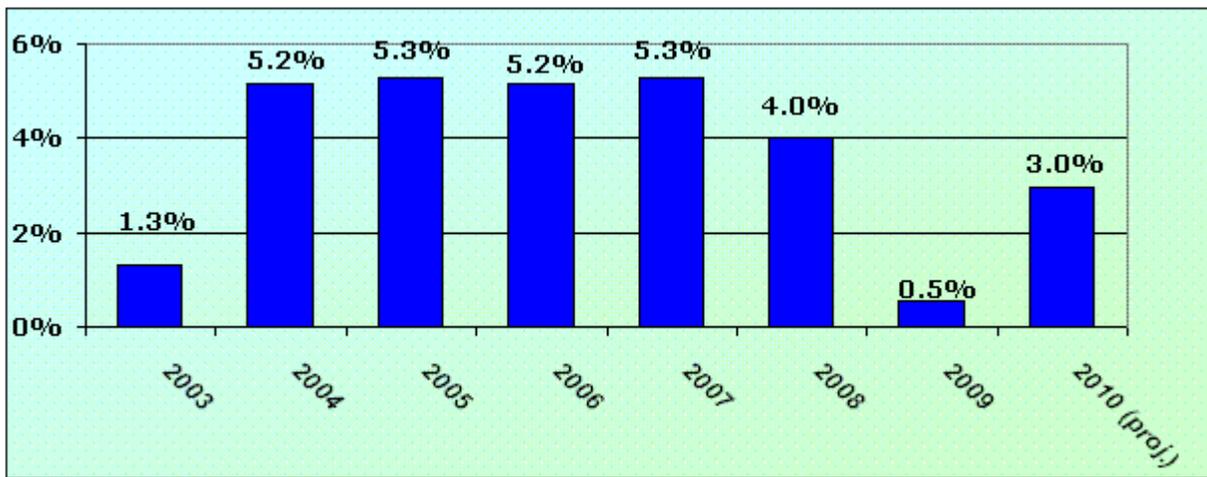
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Section I: Market Summary

Economic and Demographic Situation

Despite of the global economic recession, actual and predicted effects on the Israeli economy are much less than those for global economic activity. Despite of the global recession, local economic growth for 2009 totaled 0.5 percent. Economic growth in 2010 is now expected at 3.0 percent, instead of 1 percent, as was forecast in April 2009. The Bank of Israel expects the unemployment rate for 2009 and 2010 to reach 7.5 and 8.0 percent, respectively, compared to a 6.3 percent jobless rate in 2008. Although unemployment has increased in the current crisis, it has not risen to the levels it reached in the recession of 2001–03 (10-12% unemployment).

Chart 1: GDP, Annual Growth Rate, Israel

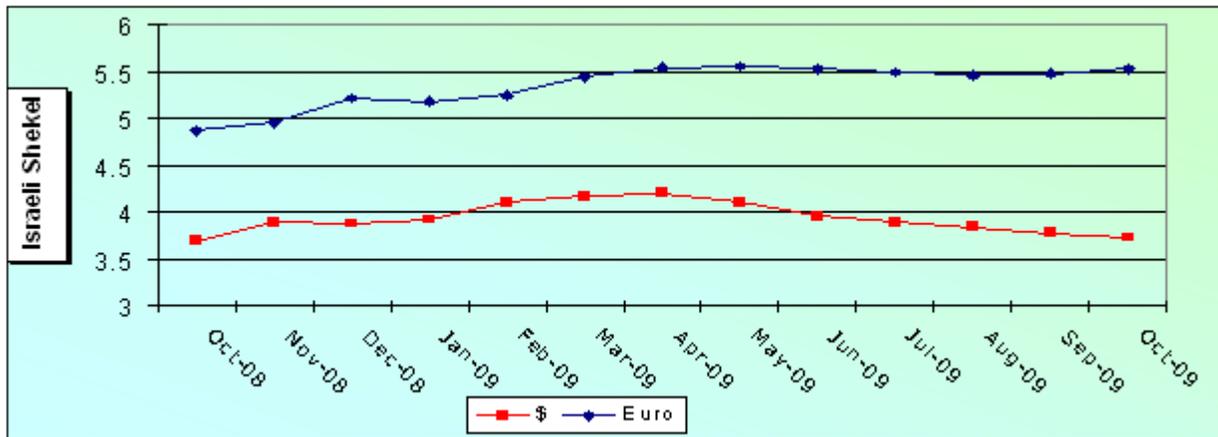


Source: Israeli Ministry of Finance

Israel's population totaled 7.4 million in 2009, of which 19 percent were Muslims and other minorities. Population growth rate in 2008 was 1.8 percent. In Israel, an average household consists of 3.3 persons. Private consumption expenditure on food, beverages and tobacco increased 3.3 percent in 2008 compared to a 4 percent increase in 2007.

During the period between February 2009 and October 2009, the US dollar weakened by 9.2 percent against the Israeli shekel, and the euro strengthened by 5.3 percent against the Israeli shekel. Due to these reasons, the current exchange rate of the U.S. dollar versus the Euro continues to favor U.S. sales.

Chart 2: U.S. Dollar and Euro to Israeli Shekel Exchange Rate



Source: CBS, Israel

Retail Food Sector

In 2008, the retail food market was valued at \$14.4 billion (a 2.3 percent increase from 2007), of which 62 percent belonged to the organized market (food retail chains, minimarkets and drugstores), and the rest (\$5.5 billion) belonged to the unorganized market (open markets, grocery stores, and kiosks).

The retail food sector in Israel is characterized by a high level of competitiveness, and wide range of food products. About 3,000 new products are being introduced into the local food market annually.

Except for meat, kosher certification is not an obligatory requirement for importing food into Israel. However, non-kosher products have a much smaller market share as the large supermarket chains and hotels refuse to carry them.

Super Stores and Supermarkets - Out of the total organized retail food market value (\$8.9 billion), about 57 percent (\$5.1 billion) belonged to the two major retail food-marketing chains (shufersal and Blue Square).

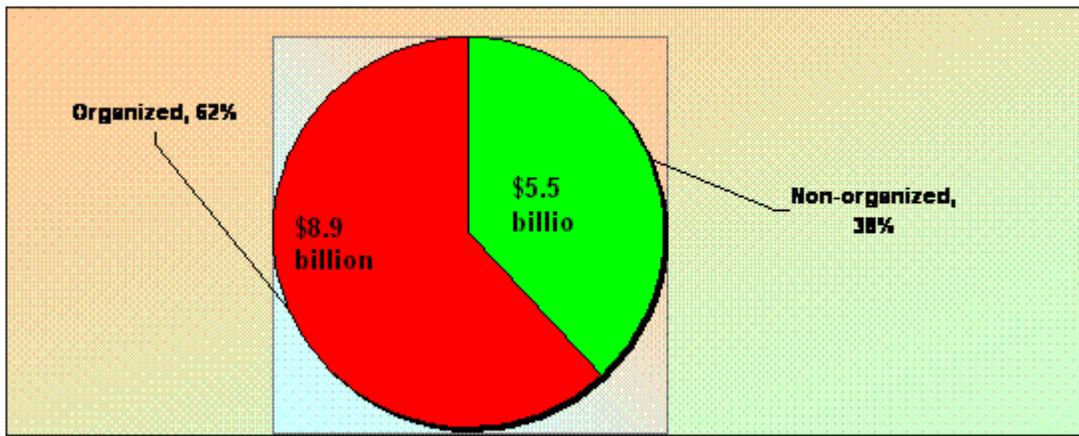
- Private Label** - Israel's private label market is relatively small compared to European countries. On average about 5 percent of food products sales in the stores are private label. The two largest local supermarket chains dominate the private label market, of which Shufersal has the largest private label category. Shufersal launched its private label "Shufersal" in 2006 and it's the largest local food private label. Currently Shufersal has about 1,100 "Shufersal" products and about 11 percent of products in their stores are private label, and they are aiming for levels similar to European benchmarks (20-40 percent).
- In an attempt to combat the growing strength of the Shufersal and Blue Square supermarket groups, in 2007 a group of six private chains launched a joint house brand. Calling themselves "the fourth chain" , together they constitute the fastest-growing force in the Israeli retail sector in recent years. The new label is called, "Hamutag" (The Brand, in Hebrew). The sales of "Hamutag" products reached about NIS 200 million (\$52 million) with over than

600 products in 2009.

Grocery Stores and Minimarkets - There are approximately 6,500 grocery stores and minimarkets in Israel. Due to the intensive competition in the Israeli food sector, the grocery stores and minimarkets are operating at very small profit margin.

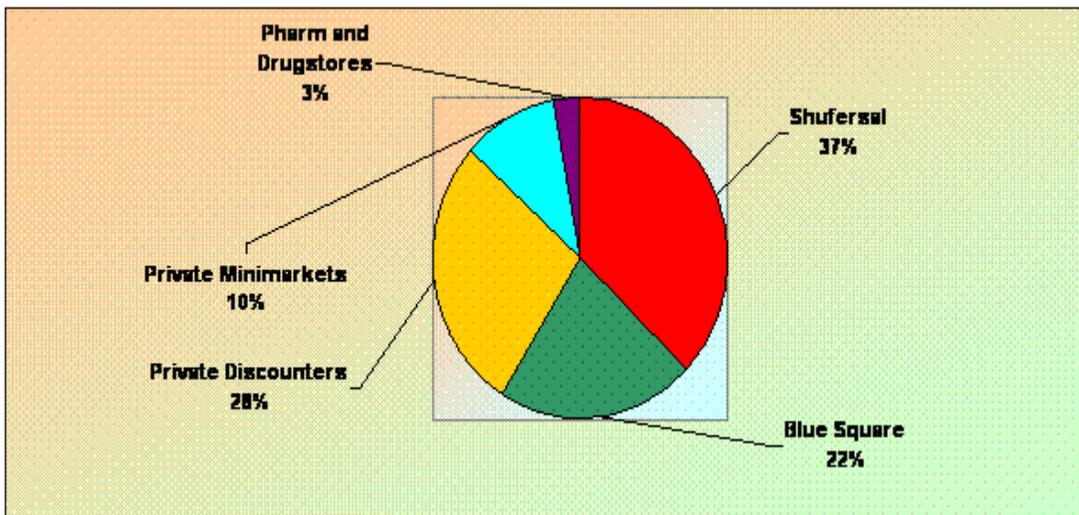
Convenience Stores - More than 470 convenience stores at the gas stations, train stations and hospitals, which are open 24 hours, were established in recent years. The largest players in this category are Paz Company with its “Yellow” chain (200 stores), Delek with its “Menta” chain (137 stores), and Sonol company with its “Sogood” chain (136 stores). The Israeli supermarket chains are not players in this market.

Chart 3: Israeli Retail Food Market, 2009



Source: AC Nielsen, Shufersal estimates

Chart 4: The Organized Local Retail Food Market, Market Share, 2009



Source: AC Nielsen, Shufersal estimates

Consumer Buying and Eating Habits

Main Facts:

- Annual household consumption expenditure in 2008 totaled \$41,280 (1.9% up from 2007), of which 17.2% (\$7,100) was directed to food purchases.
- Where do they buy food? 56% - Supermarket chains, 19% - Grocery shops, 6% - open markets, and 20% - other shops.
- 66% of the Jewish sector buy food products through supermarket chains, while only 11% of the Arab sector buy products through supermarket chains.
- Nearly 70% of consumers prefer kosher food products.
- 1.4 million (19%) Israelis are above age of 50, and 2.1 million (28.7%) Israelis are under the age of 14. The average household size is 3.7 people.
- Israelis are quality oriented and are ready to pay a premium for quality food products.
- Shoppers are eating out more frequently and in 2007 they spent more than \$2.7 billion on food away from home.

Consumers are acquainted with American products and wish to have more of them available. During the last decade, an increasing share of consumers preferred to buy their products through supermarket chains (56%) instead of through the traditional channels of open markets and small grocery stores.

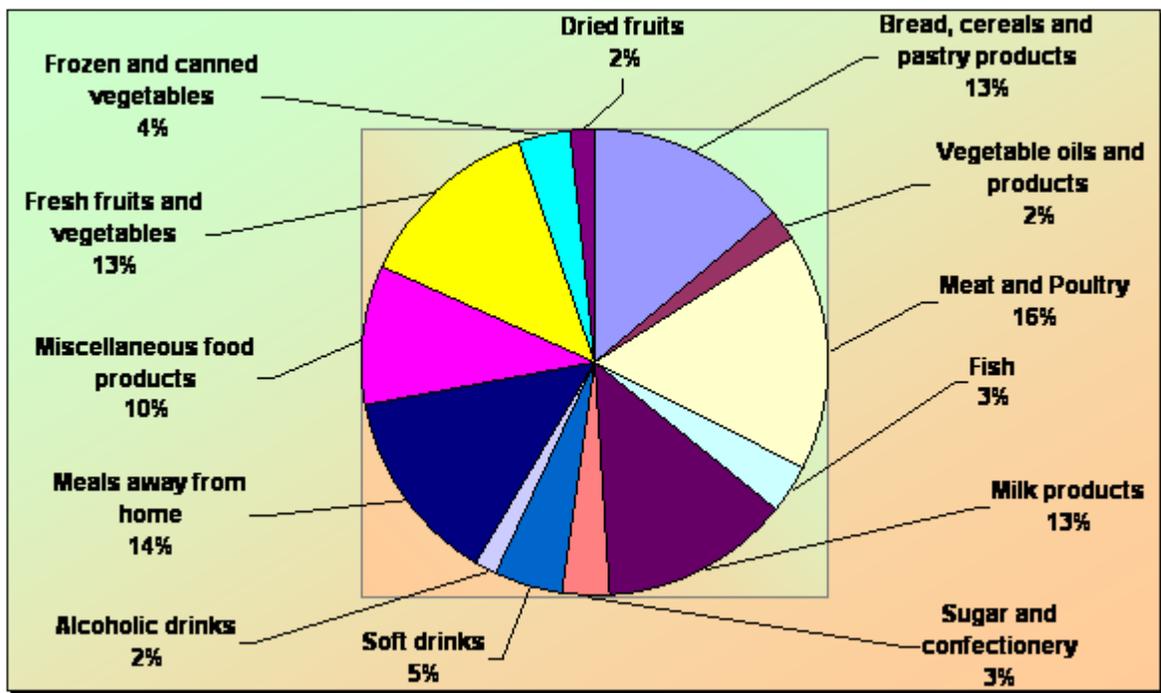
On-line Food Sales - Food sales through the internet are relatively small and it's estimated that about only 1 percent of retail food sales (organized market) are being done through the internet. The online sales are dominated by the two largest retail food chains (Shufersal and Blue Square). Apart from the two largest retail chains, almost no other supermarket chains in Israel operate in the online retail food market. This is because the costs and complexity of establishing an online service appear to be too much of a risk. Post estimates that food sales through the internet are not expected to increase significantly in the forthcoming years.

Table 1: Food- Household Purchase by Outlet Type - % of Total Expenditure
(Excl. Meals Away From Home), 2008

	Grocery Stores	Open Markets	Supermarket Chains	Others
Food - Total	18.8	5.7	56.0	19.5
Bread, Cereals and Pastry Products	22.9	1.7	57.1	18.3
Meat, Poultry and Fish	10.2	4.0	48.4	37.4
Soft Drinks	25.9	1.2	64.4	8.5
Fresh Fruits and Vegetables	7.2	23.0	40.3	29.5
Dried fruit	23.0	14.5	50.3	12.2

Source: Household Expenditure Survey, 2008, CBS.

Chart 5: Spending on Food, by Category, 2008



Source: Household Expenditure Survey, 2008, CBS.

Table 2: Opportunities and Challenges for U.S. Exporters to Israel

Opportunities	Threats
In recent years Israel’s economy has remained strong, boosting demand for agriculture products. Israeli Economy to resume growth in 2010.	The security situation in Israel remains precarious.
The current exchange rate of the U.S. dollar versus the Euro continues to favor U.S. sales.	Growing competition from Eastern Europe, Turkey, Former Soviet Union, South America and the Far East. This sector generally only imports from nearby countries.
The standard of living in Israel is expanding rapidly, increasing the demand for high quality food products.	Israel is increasingly adopting EU standards and requirements on imports.
American products are known for their quality and reliability.	Kosher requirements are becoming increasingly strict.
Israel is a “bridge” to the Palestinian Authority with its rapidly growing population and future increased standard of living.	U.S. suppliers lack knowledge of the Israeli and Palestinian markets and its opportunities.
High consumer interest in new food products. About 3,000 new products are being introduced into the local food market annually	Import requirements can be quite strict, and new-to-market products are sometimes detained at port.
The ATAP offers the U.S. tariff rate quotas for several important products, and reduced duties for several others Negotiations on the new ATAP agreement started in February 2008 and are about to be renewed.	Israel is unlikely to agree to the U.S. request for a complete phase-out in tariffs.
Israel is a net food importer. Israel is highly dependent on grain and oilseed imports.	Improved FTA between Israel and the EU on processed food products.
There is tremendous growth in the number of food stores (supermarkets, grocery stores, 24-hour convenience stores), and	Israel has a strong domestic manufacturing system and EU agricultural and food products remain very competitive.

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Section II: Road Map for Market Entry

A. Entry Strategy

U.S. food exporter should focus on establishing their business relationship with a reliable and efficient importer and distributor. Identify the appropriate distribution and sales channels. U.S. exporters and Israeli importers could expand trade if

confidence between them could be strengthened. Confidence could be strengthened, by visits of U.S. exporters/manufacturers in Israel to explore opportunities firsthand, and meet with Israeli importers who handle the types of products that the U.S. exporter is interested in. The USDA/FAS should organize groups of U.S./Israeli food exporters to Israeli /U.S. food shows and food conventions.

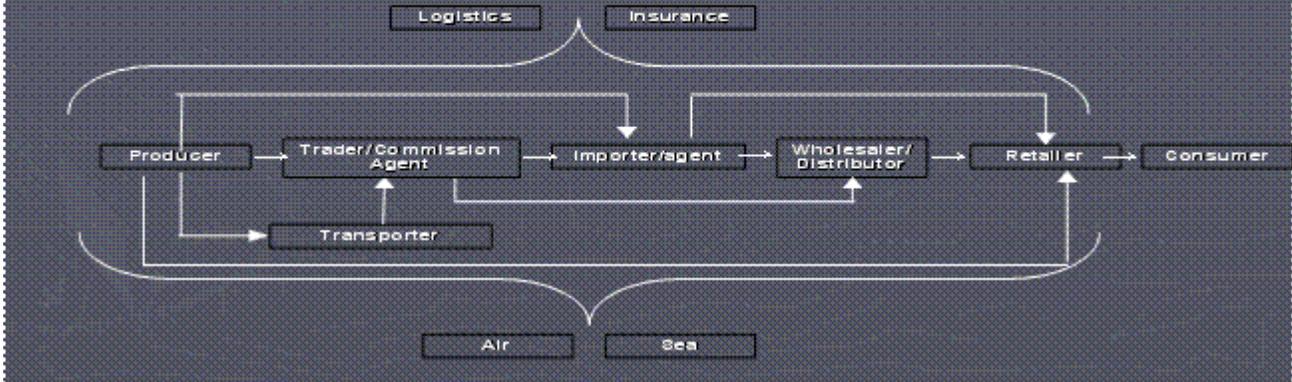
Large food retail chains like Shufersal and Blue Square have their own purchasing/importing division to handle food imports directly. Major supermarkets are increasingly importing directly from foreign suppliers in order to reduce costs. U.S. suppliers should initially contact the purchasing/importing divisions of these large food chains, especially for new-to-market food products. A listing of contacts for Israel's major food supermarkets is available from FAS Tel-Aviv Office upon request. U.S. exporters should consider the price sensitiveness of their customers, their product requirements, purchasing policies, and expected purchase volumes.

Additional Entry Options:

- Direct marketing (phone/video calls, emails, meetings)
- Direct marketing is common also through mail order booklets.
- Telephone marketing is increasingly common, but with mixed results.
- The Internet is widely used in Israel, and an increasing direct marketing avenue.

Chart 6: Distribution Channel

Food and Beverages Supply Chain, Israel



Other General Tips for Exporters

- Consider participating in FAS Tel Aviv organized or sponsored events, e.i. Web-Seminars, promotional dinners, trade shows and trade mission.

Web-Seminars - In order to expand the markets for U.S. agricultural and food products in Israel, FAS Tel Aviv is holding Web-Seminars, in cooperation with regional marketing associations and with USDA offices in the U.S.

The webinar project will consist of two phases:

- 1) Seminar on the Israeli market, featuring USDA Tel Aviv staff and Israeli food importers. Linked by internet or Video Conferencing, the U.S. exporter can attend your Conference Room, or we can provide electronic access from his office.
- 2) The exporter will ship his products to Israel for showcase to importers. We will arrange shipping via U.S. Embassy mailing address allowing the exporter to ship samples at domestic postage rates. Attend the Video Center sampling, when the exporter is in his office on a video connection while the importers and USDA staff in Tel Aviv sample your products!

- Consider showing at the Kosherfest in New York (October 26-27, 2010) as many Israeli buyers attend this show.
<http://www.kosherfest.com/09/public/enter.aspx>
- Communicate with potential importers about your product. Contact FAS Tel Aviv to obtain a list of local importers.
- For additional information about the Israeli market, see Exporter Guide Report
http://gain.fas.usda.gov/Recent%20GAIN%20Publications/EXPORTER%20GUIDE%20ANNUAL_Tel%20Aviv_Israel_11-23-2009.pdf

- **B. Market Requirements**

Kosher: Israel law requires that all meat and poultry imports be certified kosher by the Rabbinical Council of the Chief Rabbinate or a body authorized by the Council. This policy presents significant challenges for U.S. meat exporters. Kosher certification is not a legal requirement for importing food into Israel (excluding meat and poultry). However, non-kosher products have fewer outlets, as the large supermarket chains and hotels cannot carry them. Manufacturers who produce

kosher products must be able to satisfy Israeli rabbinical supervisors that all ingredients and processes are kosher. According to the Law for Prevention of Fraud in Kashrut, only the Chief Rabbinate of Israel is authorized to determine and approve a product as kosher for consumption in Israel; the Chief Rabbinate may authorize another supervisory body to act in its name. Israel's Chief Rabbinate recognizes the kashrut certification issued by many American rabbis. Israeli importers can also send Israeli rabbis to certify any supply source.

Food Standards and Labeling Requirements: In many cases Israeli food standards and labeling requirements are different from those in the U.S. and are more similar to the EU standards. The Food Control Service (FCS), with the Ministry of Health, strictly enforces food regulations in the Israeli ports. Therefore, exporters intending to export to the Israeli market must be familiar with Israeli regulations and adjust to the requirements.

Four agencies are involved in Israel's food/livestock/plants safety supervision, including the National Food Control Service, which is part of the Ministry of Health, the Standards Institution of Israel, the Israel Veterinary and Animal Health Services and the Plant Protection and Inspection Services which are a part of the Ministry of Agriculture. The Food Control Service (FCS) is in charge of imported food licensing and is notorious for its difficult requirements on high-value food products.

For further information, see Gain Report IS9024

(http://gain.fas.usda.gov/Recent%20GAIN%20Publications/New%20PPIS%20Regulations_Tel%20Aviv_Israel_11-16-2009.pdf).

Beef Meat – U.S. beef imports stopped totally due to BSE and kosher concerns by the Israeli Veterinary Services.

Other General Requirements: Suggestions for increasing exporter and food product opportunities in Israel. During the last few years post discussed food exporting issues with American exporters and with State Departments of Agriculture. Post concluded that the American exporters lack information regarding the criteria necessary to increase a food product's opportunity in the Israeli market. In order to help US exporters in selecting manufacturers or food products that will have an easier access to the Israeli market, the FAS office in Tel Aviv has listed a few requirements that, if followed, will improve the product's chances in the local market.

- Obtaining a Certificate of Free Sale in the United States may ease the import licensing process by the Israeli Ministry of Health.
- Obtaining a document approving the production under Good Manufacturing Practices (GMP) or HACCP will increase the product's chance for an easy introduction to the Israeli market.
- Being listed on the FDA's list of registered plants and carrying a registration number from the FDA demonstrates for the Israeli import licensing authority that the exporting manufacturer is inspected by the FDA or the USDA.
- Shipment from the US to Israel and selling time may last a few months; therefore only products with at least 9 months of shelf life can be considered for exports to Israel.
- Only facilities exceeding a minimal production capacity can be considered for exporting to Israel since the biggest importers are large retail chains that buy in relatively big quantities.
- Carrying a Kosher certificate is an advantage in the local market. Some surveys claim that between 60% - 70% of the Jewish population consume Kosher products. The biggest retail chains, the hotels and the institutional markets are buying only Kosher products.

C. Market Structure

- Two supermarket chains dominate the organized Israeli food retailing, accounting for about 57% (\$5.1 billion) of the market and the rest belongs to other private supermarket chains, minimarkets, drugstores and convenience stores.
 - * Most of them buy only kosher food products.
 - * The large supermarkets chains import themselves directly and also buy from importers/wholesalers. Others, usually buy only through importers/wholesalers.
- Food Importers – about 300 importers. They buy kosher and non kosher food products.

Table 3: The Two Major Chains, CY 2008

Chain	No. of Stores	Commercial Area	Number of Employees	Turnover in 2008
Shufersal - Israel's leading retail chain	241	5.7 million sq.ft.	10,763	\$3.0 billion
Blue Square Coop	204	4.2 million sq.ft	7,475	\$2.1 billion
Group Total	445	9.9 million sq.ft	18,238	\$5.1 billion

Source: Company's websites.

Table 4: Other Main Supermarkets

Chain	No. of Stores in 2008	Type of Store	Turnover in 2008
Tiv Taam	30	Non-Kosher/International	\$238 million
Hatzi Hinam	6	Discount/Kosher	\$480 million
Kimat Hinam	18	Discount/Kosher	\$325 million
COOP Jerusalem	26	Kosher	\$320 million
Rami Levi	16	Discount/Kosher	\$450 million
Birchat Haaretz	17	Discount/Kosher	\$89 million
Yenot Bitan	12	Discount/Kosher	\$270 million
Victory	7	Discount/Kosher	\$116 million
Haviv	1	Discount/Kosher	\$49 million
Madanei Manya	4	Discount/ Non-Kosher	\$34 million
Grand Total	137		\$2.4 billion

Source: Company's websites and AC Nielsen

D. Sector Trends

- Demand for Healthy foods is increasing; organic food, reduced in fat, lower salt, low in sugar, more grains and fibers or that contain added vitamins, probiotics and health benefits. Niche products that target a specific health issue; diabetes, celiac disease (gluten free food).
- Increased consumption of non alcoholic and alcoholic drinks - According to Israel's Central Bureau of Statistics imports of alcoholic drinks and soft drinks in 2008 increased 71 percent (from \$51 million to \$87 million) and 94

percent (from \$18 million to \$35 million) compared to 2005, respectively.

The alcoholic drinks market has grown in the last few years, and is expected to continue to grow 5-15 percent annually in the next few years. The driving force behind this growth is the one million immigrants from the former Soviet Union, who are known for their relatively high alcohol consumption. In addition, in recent years the consumption of alcohol by youngsters has increased significantly. Israel is among the top six nations in the world in terms of vodka consumption, valued at over \$83 million per year. About 50 percent of all vodkas sold in Israel are premium brands (Absolut, Finlandia and Smirnoff) while 10 percent belong to the super-premium class (Kauffman).

** In January 2010, a new alcohol tax reform was approved in Israel. The move is aimed to bring Israel in line with most Western countries, through the graduated imposition of a tax of NIS 37 per (\$10) liter of alcohol by 2014. According to the new reform, cheap liquor with a high alcohol content, such as vodka, will be significantly more expensive, while prices of expensive imported alcohol such as high quality whiskey, will be cheaper by about 50 percent. The greatest beneficiaries are expected to be the Israeli liquor importers.

** The Israeli Parliament recently discussed two new laws concerning the sale and consumption of spirits in order to curb the increase in alcohol consumption, mainly by the young generation. The 1st law concerns the sales of spirits and the second limits the advertisement of alcoholic beverages:

http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Two%20New%20Laws%20Regulating%20Spirits%20Sales%20and%20Consumption_Tel%20Aviv_Israel_12-9-2009.pdf

- Adoption of private labels; Objectives: lowering retail price, guarantee quality and increase customer loyalty. Since 2006 Israel has a steadily expanding market for private label foods.
- After several recent food safety scandals, food safety has also become increasingly important to Israeli consumers.
- As a result of the increasing number of women in the workforce, there is an increasing demand for nutritional ready-to-eat meals and other foods that have a low preparation time.

Section III – Competition

Domestic and EU suppliers are the main competition for US exporters.

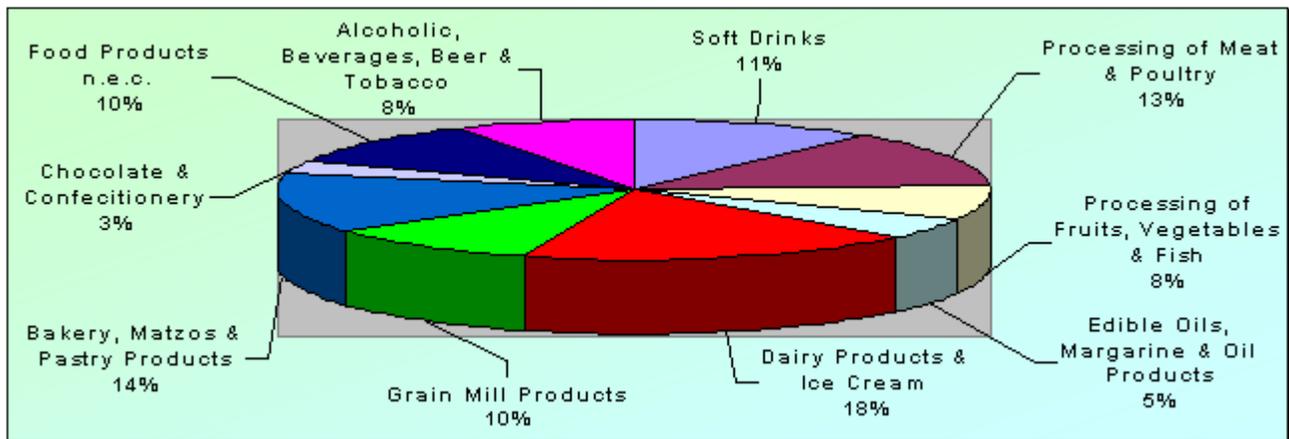
Israel Food Processing Industry

The local food manufacturing sector is strong and is a significant competitor.

The local food and drink industry is one of the largest manufacturing industries in Israel, with a turnover of \$15.5 billion in 2008, 1 percent increase compared to 2007. Expected growth rate in the next few years is 2-4 percent annually.

The food sector in Israel is characterized by a high level of competitiveness, advanced working methods, technological innovations and the ability to provide a wide range of food products.

Chart 7: Food Processing Industry Value, by Sub-Sectors, Percent, CY 2008



Source: The Food Industries Association, Manufacturers' Association of Israel

Trade and the Market for U.S. Food Products

Israel has been a member of the World Trade Organization (WTO) since 1995. Israel's first Free Trade Area Agreement (FTAA) was with the European Community in 1975. The U.S./Israel FTA came in 1985. Israel has also agreements with Bulgaria, Turkey, Jordan, Mexico, Canada and Romania. All new EU member states were automatically included in the agreement with the EU. In 1996, Israel and the United States signed a five-year Agreement on Trade in Agricultural Products (ATAP), in which Israel was allowed to protect a number of sensitive crops and livestock products with a combination of tariff rate quotas and relatively high duties. In 2004, the agreement was extended until 2008. Negotiations on the next extended agreement started in February 2008 and are about to be renewed.

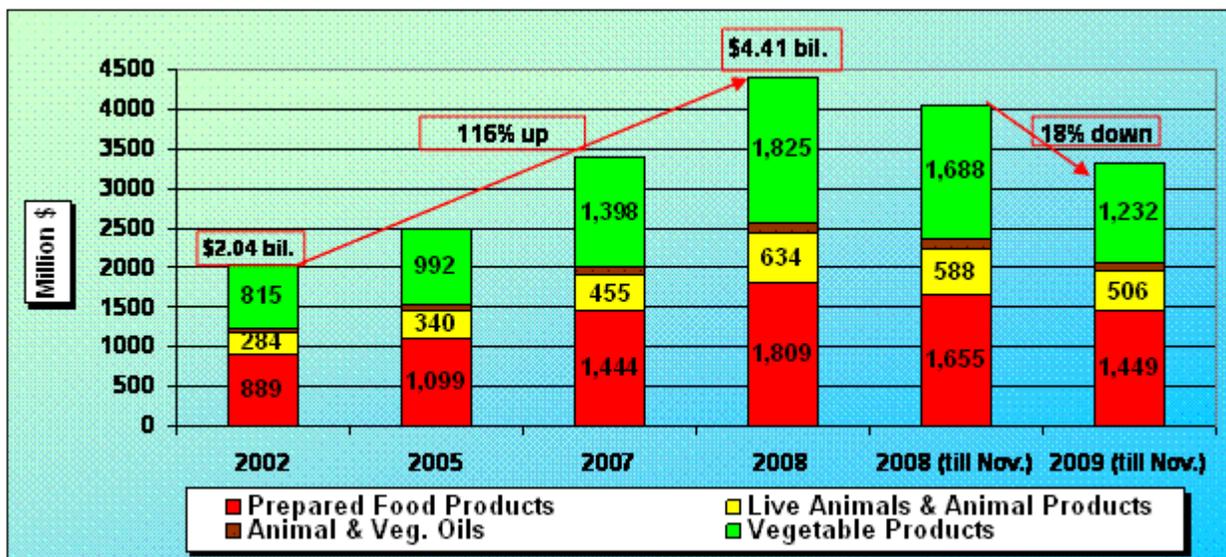
Agricultural and food imports in 2008 increased nearly 30 percent compared to the previous year (from \$3.40 billion to \$4.41 billion). Out of total imports, \$1.81 billion (41%) were food and beverages products (see chart 8).

The depreciating U.S. dollar combined with good economic growth in Israel in 2008 increased the competitive advantage of U.S. agriculture and stimulated import demand for U.S. agricultural and food products. Agricultural and food imports from the U.S. increased by 33 percent to \$628 million.

Although imports from the EU became more expensive for Israeli importers, imports of agricultural and food products from the EU increased 23% to \$1.7 billion in 2008.

In 2008, US, EU and Asia market shares totaled 11, 56 and 9 percent, respectively. EU Main Suppliers to Israel: U.K (\$164M, 9%), Germany (\$124M, 6.8%), Holland (\$116M, 6.4%), Italy & France, each (\$86M, 4.8%).

Chart 8: Israeli Imports of Agricultural, Processed Food and Beverages



Source: Central Bureau of Statistics

Table 5: Israeli Imports of Agricultural, Processed Food and Beverages, by Regions

	Total			U.S.			EU		
	2007	2008	2009 (till Nov.)	2007	2008	2009 (till Nov.)	2007	2008	2009 (till Nov.)
Live animals	454	634	506	29	40	14	97	124	102
Vegetable products	1,397	1,827	1,232	287	391	233	423	586	397
Animal & Veg. oils	104	141	157	4	3	4	35	46	57
Prepared foods, Tobacco	1,447	1,809	1,449	151	194	133	825	947	788
Total	3,400	4,411	3,344	471	628	384	1,380	1,703	1,344

Source: Central Bureau of Statistics

2009 (see chart 8 & table 5) - According to Israel's Central Bureau of Statistics, data from January through November 2009 show agricultural and food imports decreased 18 percent compared to the same period one year ago (from \$4.05 billion to \$3.34 billion). Out of total imports in 2009, nearly \$1.45 billion (43%) were food and beverages products. Agricultural and food imports from the U.S. decreased by 33 percent to \$384 million in 2009 (till November) compared to the same period one year ago. Out of total imports from the U.S., \$133 million (35%) were food and beverages products.

In 2009 (till November) imports of agricultural and food products from the EU decreased nearly 14 percent to \$1.34 billion compared to the same period one year ago. Out of total imports from the EU, \$788 million (59%) were food and beverages products.

Agricultural and food products imports into Israel have decreased in 2009 mainly due to the economic slowdown. The improved economic activity in the second half of 2009, both globally and in Israel, combined with improved forecasts for global growth and world trade, is expected to boost demand for agriculture and food products in the fourth quarter of 2009

and in 2010.

Section IV: Best Product Prospects

Israel is a net food importer. It is a good market for U.S. food exports, such dried fruits, nuts, fresh apples and pears, cereal products, cheese, powdered milk, butter and milk spreads, frozen vegetables, wine and spirits, food ingredients, fruit juices (orange, grapefruit, tomato and apple, in containers >100 kg) and other prepared food products.

Demand for Healthy foods is increasing, such organic food, reduced in fat, lower salt, low in sugar, more grains and fibers or that contain added vitamins, probiotics and health benefits. Niche products that target a specific health issue; diabetes, celiac disease (gluten free food).

Table 6: Best High Value Product Prospects for the Israeli Market

Product Category	Total Israeli Imports 2008 (\$ million)	Israeli Imports From U.S. 2008 (\$)	Annual U.S. Import Growth (last 2 yrs)	U.S. Import Tariff Rate	Key Constraints to Market Development	Market Attractiveness for USA
Wine HS: 2204	21 million	1.5 million	15%	TRQ of 200,000 liters of wine.	Domestic, EU, South America and Australia competition.	U.S. # - California is well known for its wine quality. And, annual Israeli tariff-rate quota of 200,000 liters of wine.
Spirits HS: 2208	37 million	0.9 million	-10%	40-190%, based on the wholesale price of the drinks and the alcohol content.	EU competition and Former Soviet Union countries.	New Alcohol tax reform in 2010. According to the new reform, cheap liquor with a high alcohol content, such as vodka, will be significantly more expensive, while prices of expensive imported alcohol such as high quality whiskey, will be cheaper by about 50%.
Fruit juices HS:2009	90 million	8 million	12%	0-45%	Competition from Turkey, Netherlands and India	Local juice consumption is increasing steadily. Annual Israeli tariff-rate quota for orange, grapefruit, tomato, apple & other citrus juices.
Preserved fruit & nuts HS: 2008	53 million	6.4 million	40%	0-40%	Competition from EU, Thailand, Turkey and Argentina.	U.S. fruits and nuts perceived as high quality.
Breakfast cereal HS: 1904	48 million	11 million	10%	0-12%	Competition from domestic, UK, Germany, France and Turkey.	High focus on healthy living in Israel.

Source: CBS, Foreign Trade Statistics, Different Years

Section V: Key Contacts and Further Information

U.S. Mailing Address: AGRICULTURE UNIT 7228 BOX 3 APO AE 09830

Packages can weigh no more than 70 pounds and must not be larger than 108 inch. Anything larger will be subject to a

tariff.

Local Mailing address: Office of Agricultural Affairs in the U.S. Embassy in Tel Aviv ; Tel: 972-3-5197588/7324, Fax: 972-3-5102565,

Web Site : <http://usembassy-israel.org.il/fas/> ; E-mail: gilad.shachar@usda.gov ; yossi.barak@usda.gov

Food Control Service

Ministry of Health

12 Ha'arba'a St.

64739, Tel Aviv, Israel

Web site: <http://www.health.gov.il/english/>

Tel: 972-3-6270100

Fax: 972-3-5619549

Ms. Raya Boyarski, Import Officer: Tel: 972-3-6270103

Israel Veterinary and Animal Health Services (IVAHS)

Web Site: <http://www.vetserveng.moag.gov.il/vetserveng>

Ministry of Agriculture

P.O. Box 12

50250, Bet Dagan, Israel

Import & Export Veterinary Division

Chief Import & Export Veterinary Officer Dr. Med. Vet. Shlomo Garazi

Tel: 972-3-9681649, Fax: 972-3-9605194. E-mail: shlomoga@moag.gov.il

Plant Protection & Inspection Service (PPIS)

P.O. Box 78

50250, Bet Dagan, Israel

Contact: Ms. Miriam Freund, Director

Tel : 972-3-9681560

Fax: 972-3-9681582

E-mail: miriamf@moag.gov.il

Web Site: <http://www.ppiseng.moag.gov.il/ppiseng/>

Standards Institution of Israel

42 H. Levanon St

69977, Tel Aviv, Israel

Web Site: www.sii.org.il

General Information: E-mail: vered@sii.org.il

Tel: 972-3-6465154; Fax: 972-3-6419683

Major Newspapers and Business Journals

- English Language:

Ha'aretz (daily English version) <http://www.haaretz.com>

The Jerusalem Post (daily newspaper) <http://www.jpost.com>

Globes <http://www.globes.co.il/serveen/>

The Marker <http://www.themarker.co.il/eng/>

More Useful Web Sites

Agriculture in Israel

<http://www.moag.gov.il/agri/files/agriculture/index.html> _

Central Bureau of Statistics - <http://www.cbs.gov.il/engindex.htm>

Bank of Israel - <http://www.bankisrael.gov.il/firsteng.htm>