



The leading exhibitor in Agricultural Technology

International Opening Session of Agro-Mashov 2012:

Challenges & Solutions for Profit Margin & Genetic Engineering

29 of February 2012, Tel-Aviv – Israel

Agriculture is today facing new challenges in every region of the globe.

One of these challenges is the widening gap and imbalance in profits between the farmer whose profit margin is decreasing in contrast to the increasing profits of those who trade in agricultural commodities.

We are witness to the growth in every quarter of the world of the commercial sector of the agricultural industry, including new products and technologies, but what is left for the farmer is in comparison, very little. It has reached the point that the farmer's diminished returns threaten his very ability to sustain himself and remain in business.

In the past, various agricultural associations were able to protect the farmer with various financial support mechanisms allowing him credit to begin the farming season. In recent years the increased activity of speculators has caused lost capital and a breakdown of many agricultural systems and infrastructures.

The second dilemma facing the farmer is the following question: Is it wise and safe to begin raising crops that have been genetically engineered (**GMO - Genetically Modified Organisms**).

On the one hand GMO's crops all but guarantee successful yields and reduce the risk of insect infestation and crop destruction. On the other hand the resistance to genetic engineering is also growing, especially in Europe. They contend that there is a lack of certainty about the safety of genetic engineered crops and therefore they should not be used.

Conference Agenda

08:30-09:00 - **Registration and Refreshments**

Conference Chairmen:

Mr Avshalom Vilan - Co President of Exhibition, General Secretary of the Israel Agricultural Association

Mr Bernard Osterom - Co-President of Mashov Agro Exhibition, Director of the Cooperative, FlowerHolland.

09:00-09:30 - **Welcoming Addresses**

Opening Session Agenda

"The International Contribution to Agricultural Development in Developing Countries and Combating Poverty"

Mr. NeBambi LUTALADIO Ph.D - **FAO** Senior Team Leader Crop Diversification for Livelihoods and Plant Production & Protection Division.

10:00-10:30 - "The Profit Margin Gap Problem & the GMO dispute"

Senior Official from **COLDIRETTI** Farmers Organization, ITALY

10:30-11:00 – "The Genetic Engineering Benefits to Agriculture"

Senior Manager from **Monsanto**

11:00-11:30 - " Africa as an Evolving World Food Supplier"

Prof Dov Pasternac – Senior Technical **Agricultural** consultant to **USAID**

11:30-11:45 – Coffee Break

Parallel Conferences:

International Conference on Marketing Fresh Produce in the World:

Evolution, Trends Chain of Refrigeration & Innovations

First Session:

The World Bell Pepper Market: Evolution, Trends, Chain of Refrigeration & Innovations

**11:45-12:05 - "Pepper Growing & Marketing in Israel
and in Europe - Snapshot"**

Mr. Meir Tzur - Pepper grower in the Arava region,
General Secretary of the Moshavim movement &
Chairman of Israel Farmers Association

**12:05-12:25 - "Pepper Growing & Marketing in Spain &
Europe – Snapshot"**

Mr. Francisco Juarez Noguero - AGRUPAEJIDO Owner -
Largest pepper grower in Spain

Continues next page:

The 5th International Conference For Livestock Growers & Industries:

"Mega-Projects - Solutions for the Growing Global Demand for Food from Livestock "

The international livestock sector is growing by hundreds of percent per year. Improvements in the standard of living means millions of human beings today - especially in India and other countries – are switching from consuming vegetarian food to food from livestock.

This issue is a practical and serious challenge to professionals in the livestock sector. Growing meat requires five times more water and land, in comparison to the standard vegetarian cultivation (for example: rice). Naturally, the shortage of available agricultural land and the lack of irrigation water makes livestock production a complicated problem.

The International Conference for Livestock Growers offers new and ultra-modern growing methods - mega projects, to meet the growing demand for animal food around the world.

12:25-12:45 - "Fresh Produce Marketing in Europe – Trends & Innovations"

Mr. Ahmed Tonalý - Rijk Zwaan, Nederland

12:45-13:05 - "Pepper Growing & Marketing in Italy"

Mr. Luciano Trentini - CSO - Centro Servizi Ortofrutticoli - Italian Centre for Fruits & Vegetables Marketing

13:00-13:10 - Coffee Break

Second Session:

Citrus Fruit - Goals and Competition in the Mediterranean Basin

13:10-13:30 - "Citrus Marketing in China"

Mr. Pierre Escodo - EuroFrash Distribution magazine - senior editor

13:30-13:50 - "Citrus Marketing in Russia"

Ms. Natalya Bamatova - EuroFrash Distribution magazine – Journalist

Continues next page:

Conference program:

11:45-11:50 - Mr. Haim Alouche - Mashov Group CEO – opening remarks

11:50-12:10 - "Solutions for the growing demand for food from livestock in the world"

Mr. Mark Clements, Editor at Watt Publishing, Editor at CMPi, Publishing Consultant at Healthcare, Animal Health, Construction, England

12:10-12:30 - "Poultry branch mega projects"

Senior manager at **Big Dutchman**

12:30-12:50 - "Brazil as an economical superpower"

Mr. Bennie Hirsh, Head of Poultry department at "Plason", Israel

12:50-13:10 - "Poultry branch mega projects – Challenges & Solutions"

Mr. Gaby Pelleg, Manager of "AgroTop" - subsidiary of "HAPAH" group, Israel

13:10-13:30 - "Cattle branch mega projects in south-east

13:50-14:10 - "Citrus Growing & Marketing in Israel"

Mr. Guy Binshtock - Mehadrin Tnuport Export (MTEX)
CEO

14:10-14:30 - "Citrus Marketing in Spain – Trends & Future Forecast"

Senior Citrus Grower from Spain

Q&A Panel - Purchasing Fresh Produce from Abroad

14:50-15:00 - Summary remarks

* The Conference will be conducted in English with Italian -simultaneous translations.

Asian countries"

Senior manager at **DeLaval**, Sweden

13:30-13:50 - "Starting from Scratch – The Food centre in Vietnam"

Mr. Shimon Partosh, Co-Manager of "**Project-Bar**" - An international company specializing in animal-food projects

13:50-14:10 - "Solving the animal food shortage - The pharmaceutical industry's contribution"

Mr. Kobi Lustgarten, Export Consultant, Founder "**L.Kobic – Animal Health Ltd**"

13:50-14:10 - "Conversion from vegetarian food to animal food in China and the Far-East"

Prof. Yang - China Agriculture University, Beijing, China

*** Please confirm your arrival by Fax: +972-8-623-09-50**

Or by E-mail - **Amos: amos@mashov.net**

TBC – To Be Confirmed

The Content of the Conference Program is subject to Change