

Israel's Food Industry

Nov. 2008



Introduction - General

Land: 21,000 Sq.Km

Length: 470 Km

Width: 135 Km

Population: 7.1 M

Jews 76%

Muslims 15%

Other 9%

Main cities:

Jerusalem, Tel Aviv, Haifa

Ports: Haifa, Ashdod, Eilat.



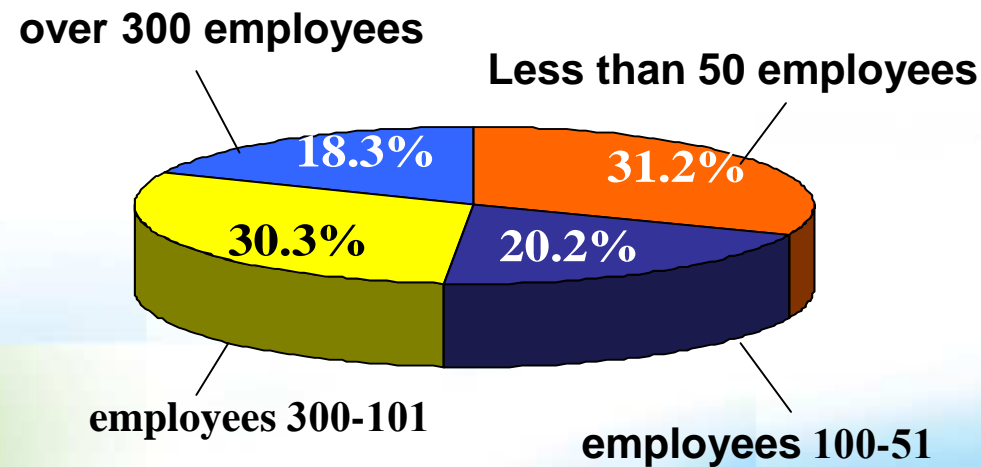
The Israeli Economy - 2007

GDP (Billion \$, current prices)	162
GDP per Capita (\$, current prices)	22,600
Export of Goods & Services (billion \$)	70.7
Industrial Exports (Excl. Software & Diamonds, Billion \$)	33.4
Unemployment	7.4%
Population (Million)	7.1



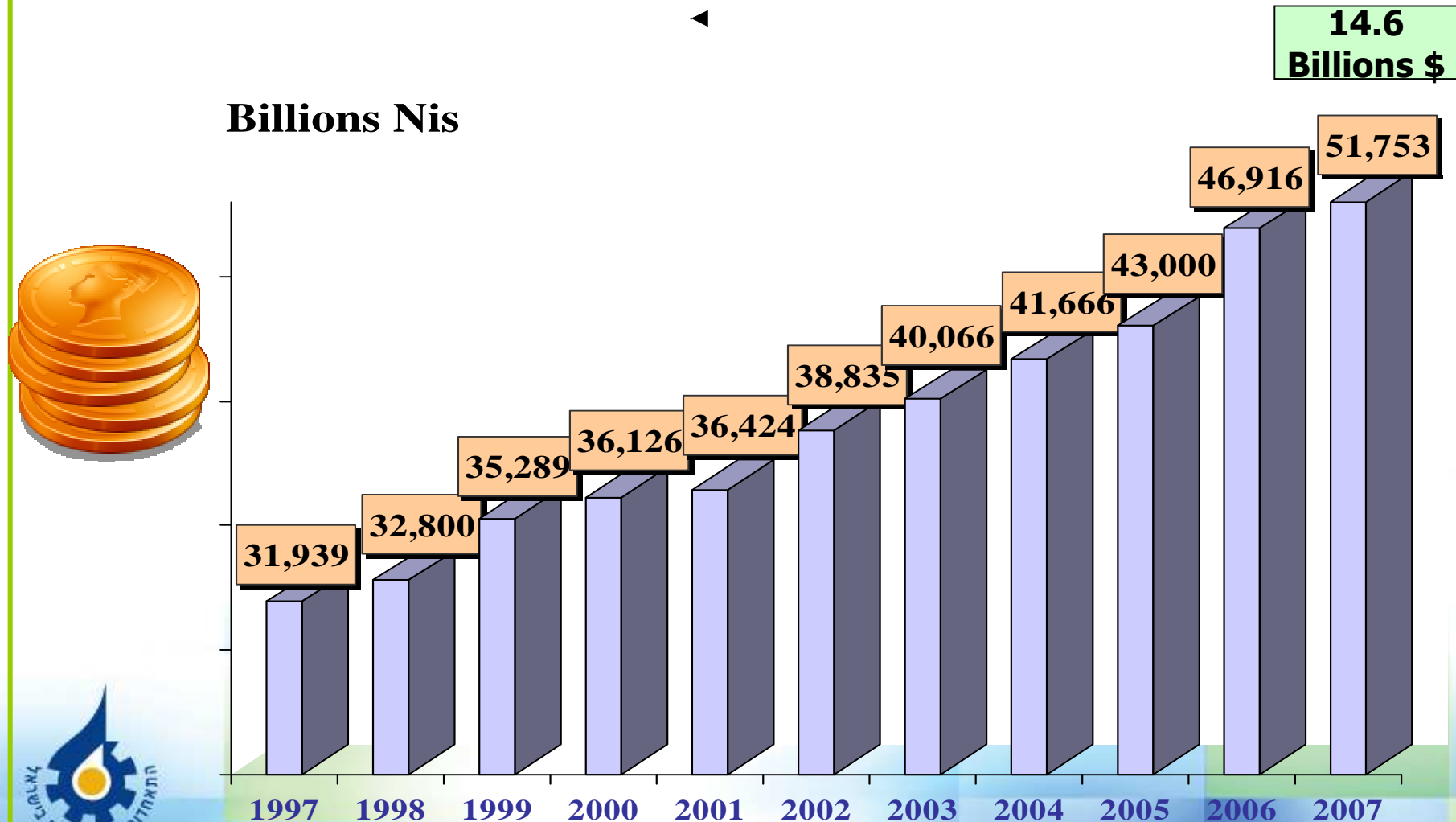
Food Industries Association – The Manufacturers' association of Israel

- ✓ comprises approximately 150 members that represent this branch's principal output in Israel.
- ✓ 51.4% of the members employ less than 100 workers. 48.6% of the members employ more than 100 workers.



Revenues in Million NIS

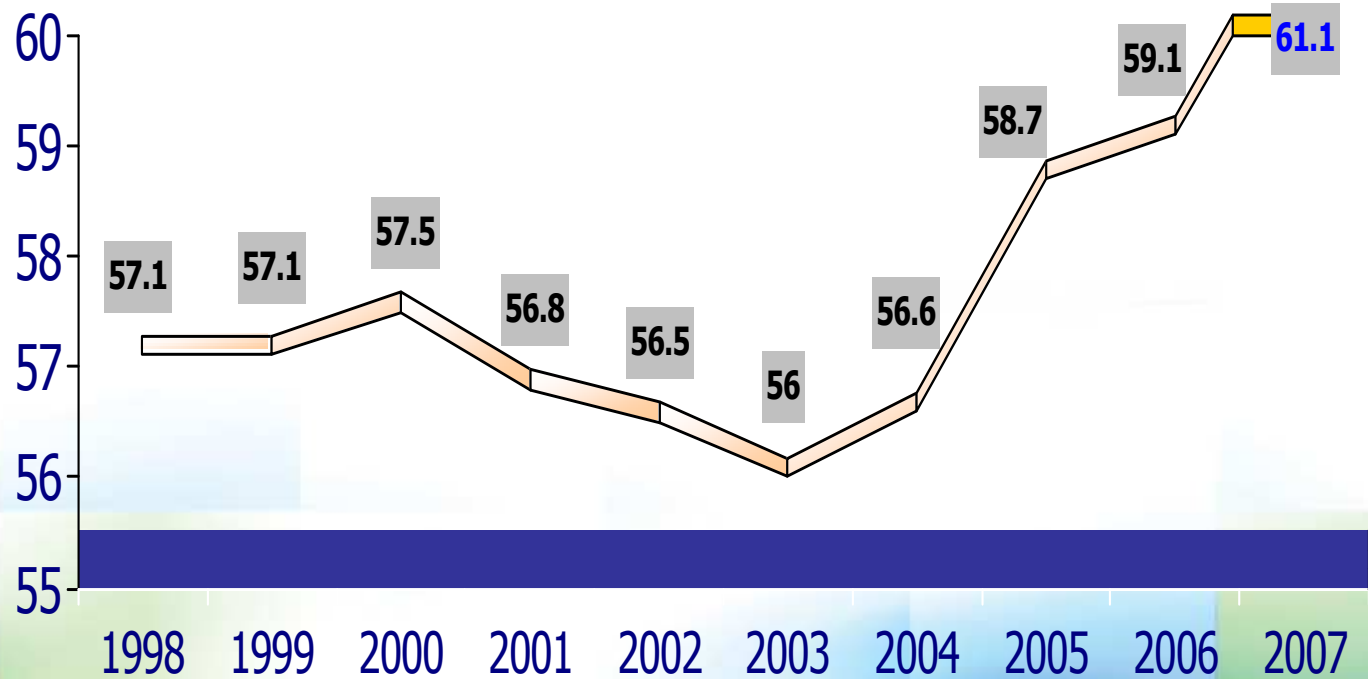
FOOD, BEVERAGES AND TOBACCO INDUSTRY



Employees

FOOD, BEVERAGES AND TOBACCO INDUSTRY

Thousands



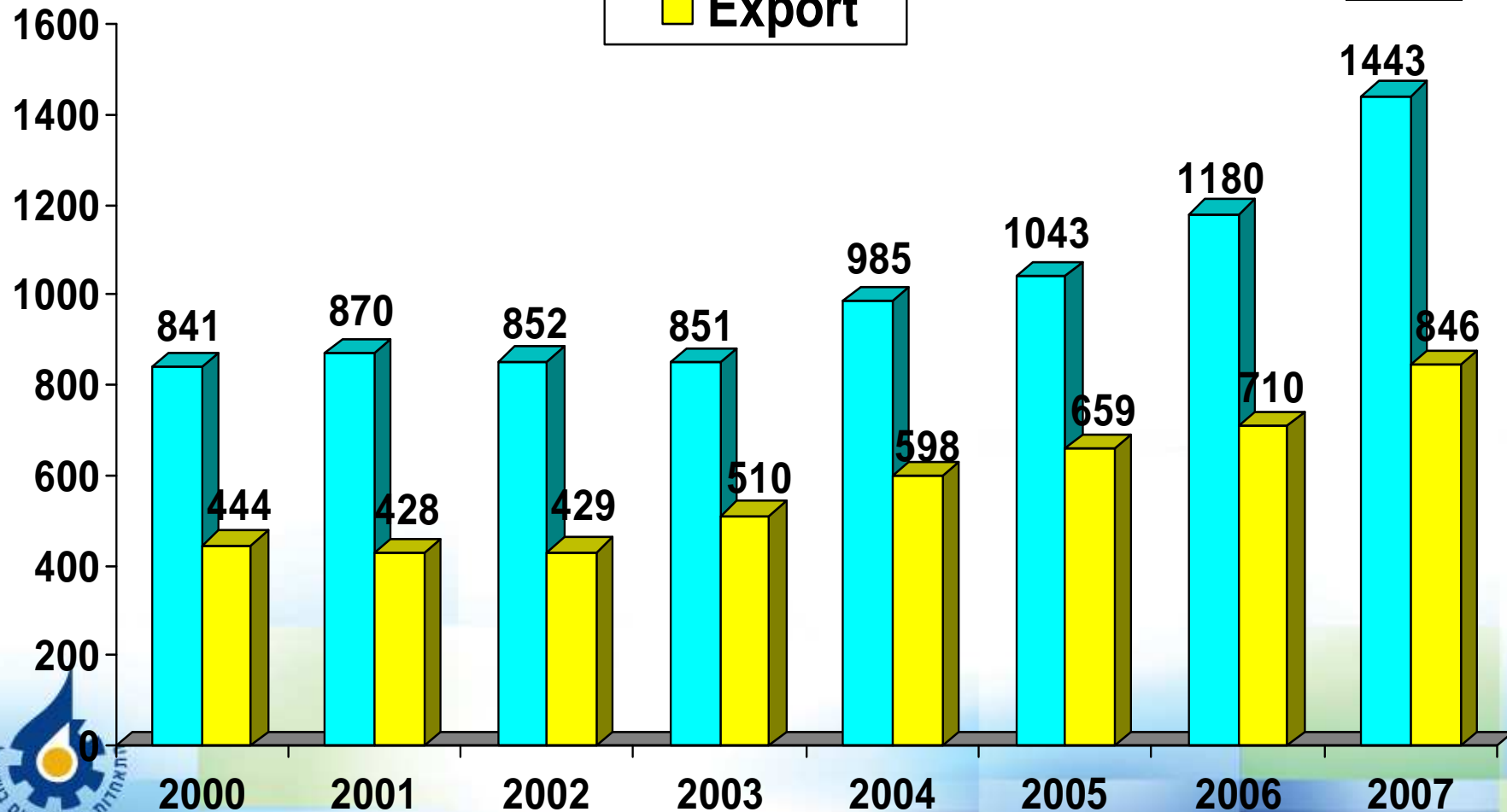
Food, Beverage and Tobacco Industry



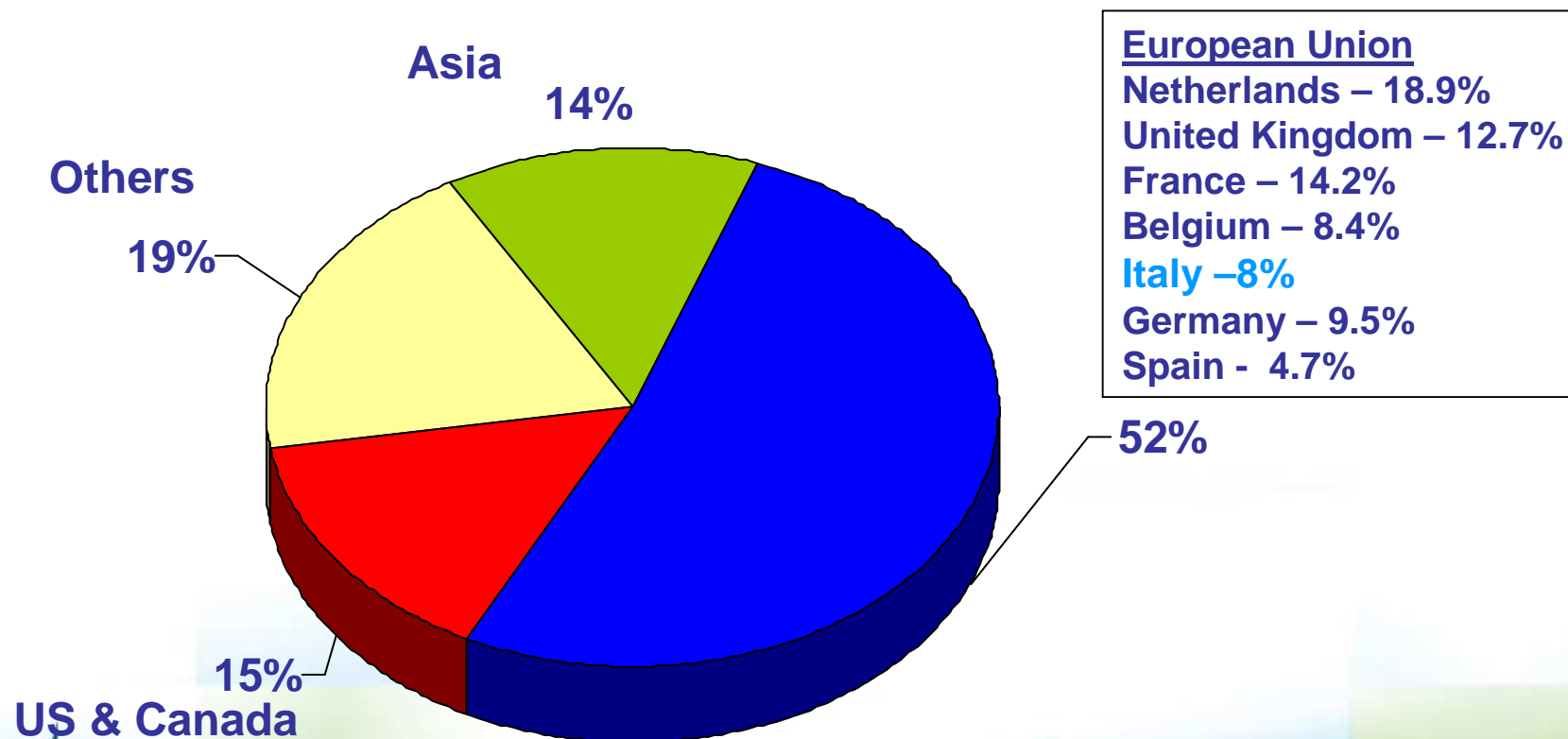
EXPORTS AND IMPORTS FOOD, BEVERAGES AND TOBACCO INDUSTRY



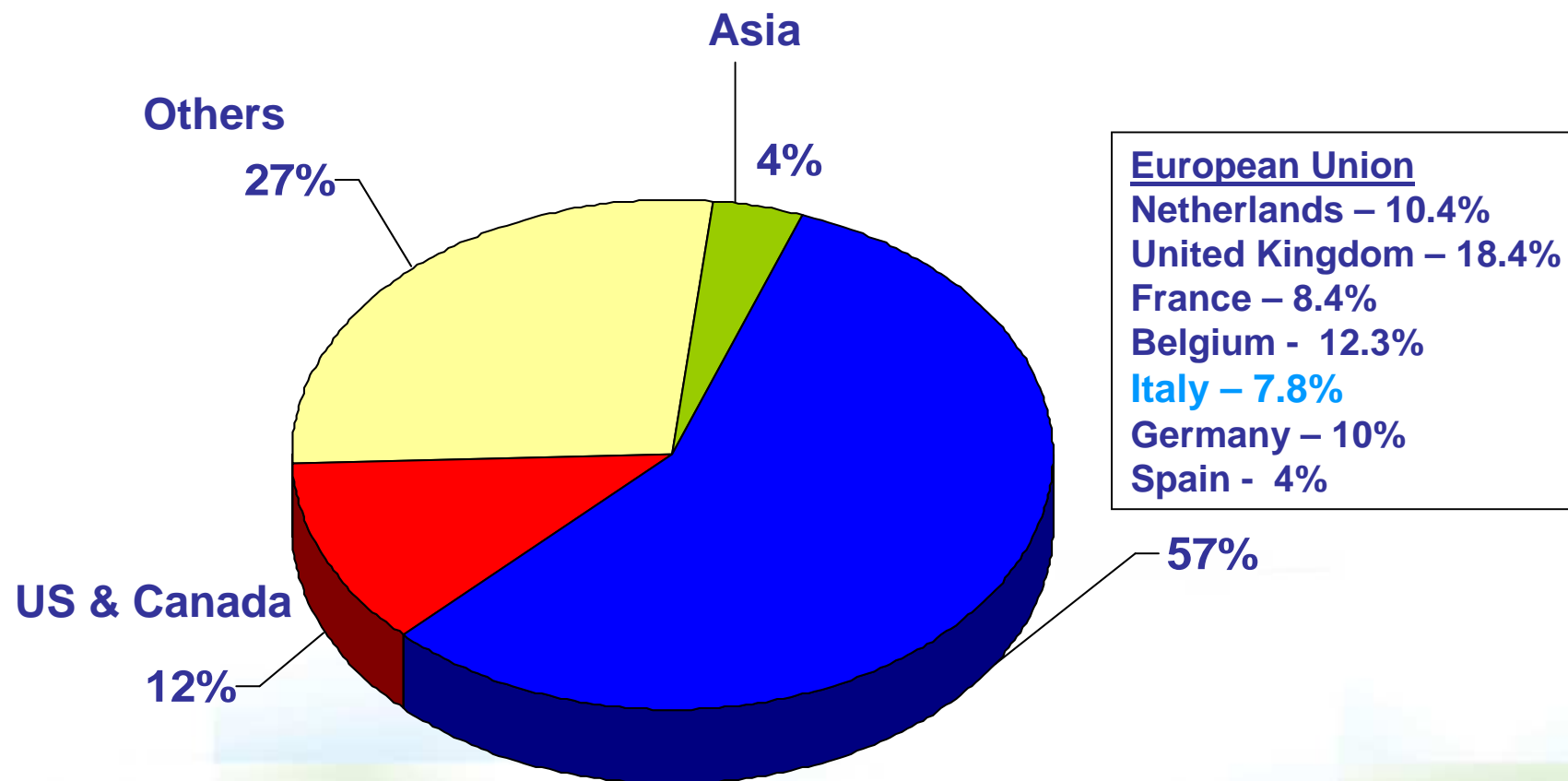
Millions \$



EXPORTS OF THE FOOD, BEVERAGES AND TOBACCO INDUSTRY, 2007

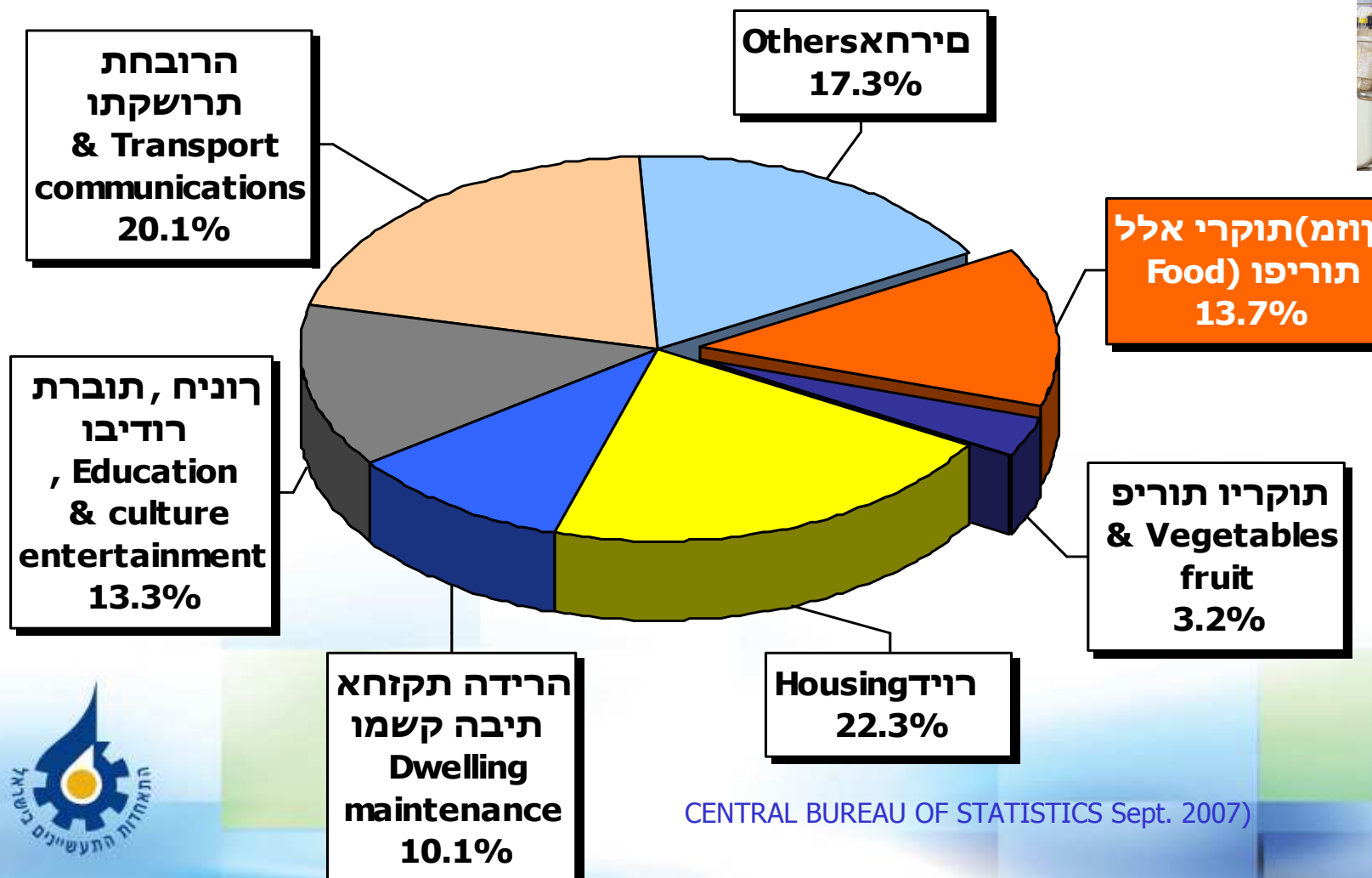


IMPORTS OF THE FOOD, BEVERAGES AND TOBACCO INDUSTRY, 2007



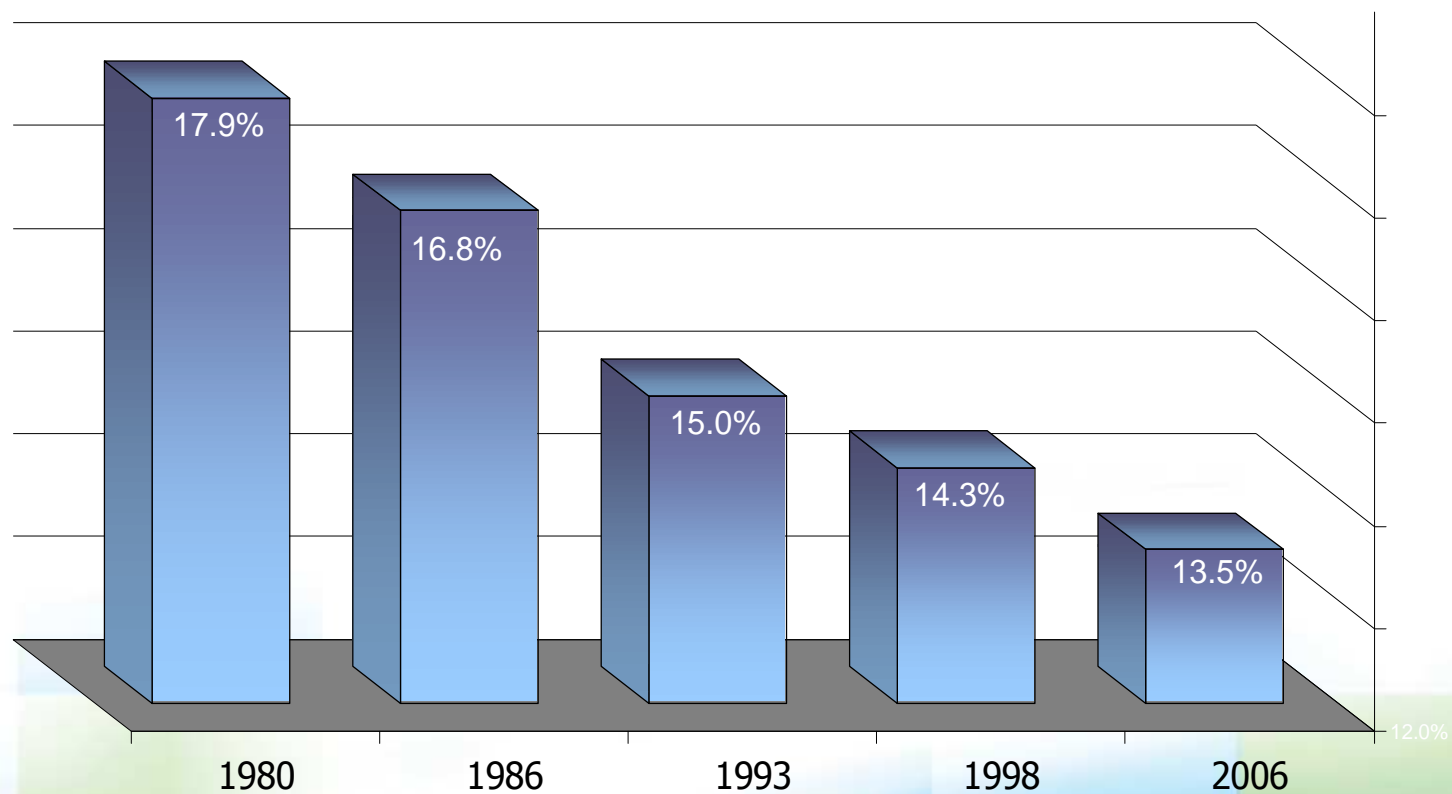
Consumption Expenditure of Household 2007

The Consumption Expenditure of Household per month is 11,584 NIS



CENTRAL BUREAU OF STATISTICS (Sept. 2007)

Israel's Household Food Expenditure (As a share of total expenditure)



Israel's Food Industry



- ✓ **The Food Industry is among the most competitive sectors in the Israeli economy.**
- ✓ **The food industry contributes 20% of the total local industry revenues and 17% of it's work force (60,200 employees).**
- ✓ **The food industry comprises small & medium size companies alongside large and multinational companies.**
- ✓ **The food industry operates in a dynamic environment with different needs, tastes and changing demands determine by the customers.**



Challenges for the Food Industry

- ✓ **Rapid change in modern life (different habits, demands, etc.)**
- ✓ **Obesity (finger pointed to the industry) – Balanced diet and active lifestyle**
- ✓ **Declining food expenditure of the individuals.**
- ✓ **Low share of exports in total Revenues.**
- ✓ **Innovation and technology.**



New Products



Thank you

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